**Assignment 1: Stories and functional business areas.**

**Story Analysis of International Notion Distributors Data**

Upon receiving the dataset, I decided to analyze it using Tableau. After going through the dataset, my first step in figuring out the logistics issues was to first look at how long it took the company to process orders and ship them off. To do that I created a calculated field called “Days to Ship Order”. This attribute measures the amount of days it took for each order to be shipped out.

A screen shot of a graph

Description automatically generated

As can be seen from the scatter plot the distribution of processing time to get each order shipped is all over the place. As a company we want our order processing time to be as low as possible and consistent as opposed to what is present above. This means that the company’s order processing unit or process is plagued with inconsistency issues and needs a streamlined framework. Further analysis showed that neither Sales Channel nor Order Priority had an effect or correlation with this inconsistency or distribution. Not even Product type or Region as you’ll see below:

A screenshot of a chart

Description automatically generated

Looking at the standard deviation of order processing time across the various regions and the different sales channels they seem to be similar across the board reinforcing the high variability in the data. Simply the company is vastly inconsistent with filling their orders across the board in all the countries and all the product types. Logistically this could be due to supplier delays or manufacturing issues and inefficiencies.

Further analysis showed that the company’s largest markets was in both the Sub Saharan Africa and Europe regions. They also generated the most profit for the company. Both Regions generate the most revenue, sales and profit.

A pie chart with numbers and text

Description automatically generated

In terms of product types the profit leaders would be Cosmetics, Office supplies and Household products even though the most popular products with the most units sold are Office Supplies, Cereal, Cosmetics and Baby food thus showing that while Cereal and Baby food sell really well, they don’t generate as much profit meaning the company should invest in increasing manufacture of the other products namely the profit leaders.

A diagram of a market share

Description automatically generated

A graph of a number of people

Description automatically generated with medium confidence