

Project Details

Title	Understanding Product Profitability Through Data Analysis
Topic Areas [3 keywords relevant to the project]	Data Analytics · Business Intelligence · Predictive Analysis
Company Name	Notium
Target Problem [1-3 sentences]	Decision makers, financial/operation teams, and product managers believe the company's products or business segments are profitable, but they lack a clear understanding of what drives profit changes over time. They do not have sufficient visibility into why profits increase or decrease each month, nor which products or segments are likely to improve or negatively impact profitability in the near future. As a result, decisions are made with limited confidence and limited forward visibility.
Project Aim [1-3 sentences]	<p>The aim of this project is to analyze a financial performance dataset derived from real-world business records, containing revenue, cost, profit, time, and segmentation attributes. Using this dataset, students will model the data, design core financial KPIs (such as revenue, cost, profit, and profit margin), and apply basic predictive techniques to analyze profitability trends over time. The expected final outcome is a decision-support dashboard that answers the following questions in layman terms:</p> <ul style="list-style-type: none"> • Which products are driving profitability • Why profits change from month to month • Which products may help or hurt profits in the near future <p>The dashboard should use SAP Analytics Cloud to:</p> <ul style="list-style-type: none"> • Helps business decision makers understand key profitability drivers • Supports informed, data-driven decision making, and • Provides both historical insights and predictive indicators based on the financial dataset.
Target Users [1-5 keywords/phrases]	<ol style="list-style-type: none"> 1. Business decision makers: <ul style="list-style-type: none"> a. Focus: Strategic growth, market positioning, and high-level profitability b. Sample KPIs: total revenue by market segment, Year-over-Year Sales Growth 2. Finance and operations teams: <ul style="list-style-type: none"> a. Focus: Efficiency, cost management, and pricing accuracy. b. Sample KPIs: gross margin %, discount impact ratio 3. Product managers <ul style="list-style-type: none"> a. Focus: Product lifecycle, portfolio health, and customer demand.

	b. Sample KPIs: average selling price per product, unit volume growth
Technologies [1-5 technologies required in case of project implementation]	<ol style="list-style-type: none"> 1. SAP Datasphere 2. SAP Analytics Cloud 3. Spreadsheet tools (for data preparation)
Skills Needed [1-5 keywords]	<ol style="list-style-type: none"> 1. Data modelling 2. KPI design and analysis 3. Data visualisation and storytelling 4. Predictive analytics 5. Business interpretation of data
