

Mail 5

Subject: Visualizations and Analytical Requirements

Dear Ayush Wase,

NextEra Supplies has shared the following requirements to enhance their business analytics and strategic planning. Please ensure that the context and intent of the visuals and analyses are maintained while fulfilling these requests:

1. Order Processing Status

- Develop a visual representation to classify the status of order processing.
 - Orders will be marked as **delayed** if the **shipping date exceeds the order date by more than two days**.
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2. Sales Patterns Based on Day of the Week

- Create a **pie chart** comparing the **average sales volumes on weekends versus weekdays**.
 - This will help identify significant differences in consumer behavior and sales performance, aiding in more informed marketing and resource allocation strategies.
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3. Sales Analysis by Financial Months and Quarters

- Conduct a **comprehensive analysis** of sales data segmented by **financial months** and **financial quarters**.
 - This breakdown will help reveal trends and patterns within each fiscal period, facilitating **strategic planning** and **accurate financial forecasting**.
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4. Average Cost Per Unit Analysis

- Provide an analysis to determine the **average cost per unit**, segmented by **category** and **subcategory**.
 - Use the formula:
Cost Price = Sale Price – Profit – Shipping Cost
 - This breakdown will provide insights into **cost distribution** and highlight areas for **potential cost optimization**, aiding in more precise budgeting and pricing strategies.
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5. Customer Clustering by Age Groups

Cluster customers into the following age groups:

- **14-19:** Teen
- **20-30:** Young
- **30-40:** Adult
- **40-50:** Old Adult
- **>50:** Old

Create a visual to display:

- **Total numbers of consumers** in each category.
 - **Contribution of each category** to the total consumer population.
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6. Income-Based Categorization

Categorize income into the following groups:

- **0-30K: A**
- **30K-60K: B**
- **60K-100K: C**
- **100K-150K: D**
- **>150K: E**

Develop a visual showing:

- **Number of orders placed**, segmented by **age category** and **income category**, across different **regions**.
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7. Sales Card for Specific Date Range

- Create a card to display the **total sales** from **15th April 2019 to 15th November 2019**.
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Please ensure all visuals and analyses are completed with attention to detail and accuracy. Let me know if further clarification is needed.

Best regards,
Anna Stark
CFO
anna@nextrea.net