

# Story Dashboard

UOL Student Number : 220627669

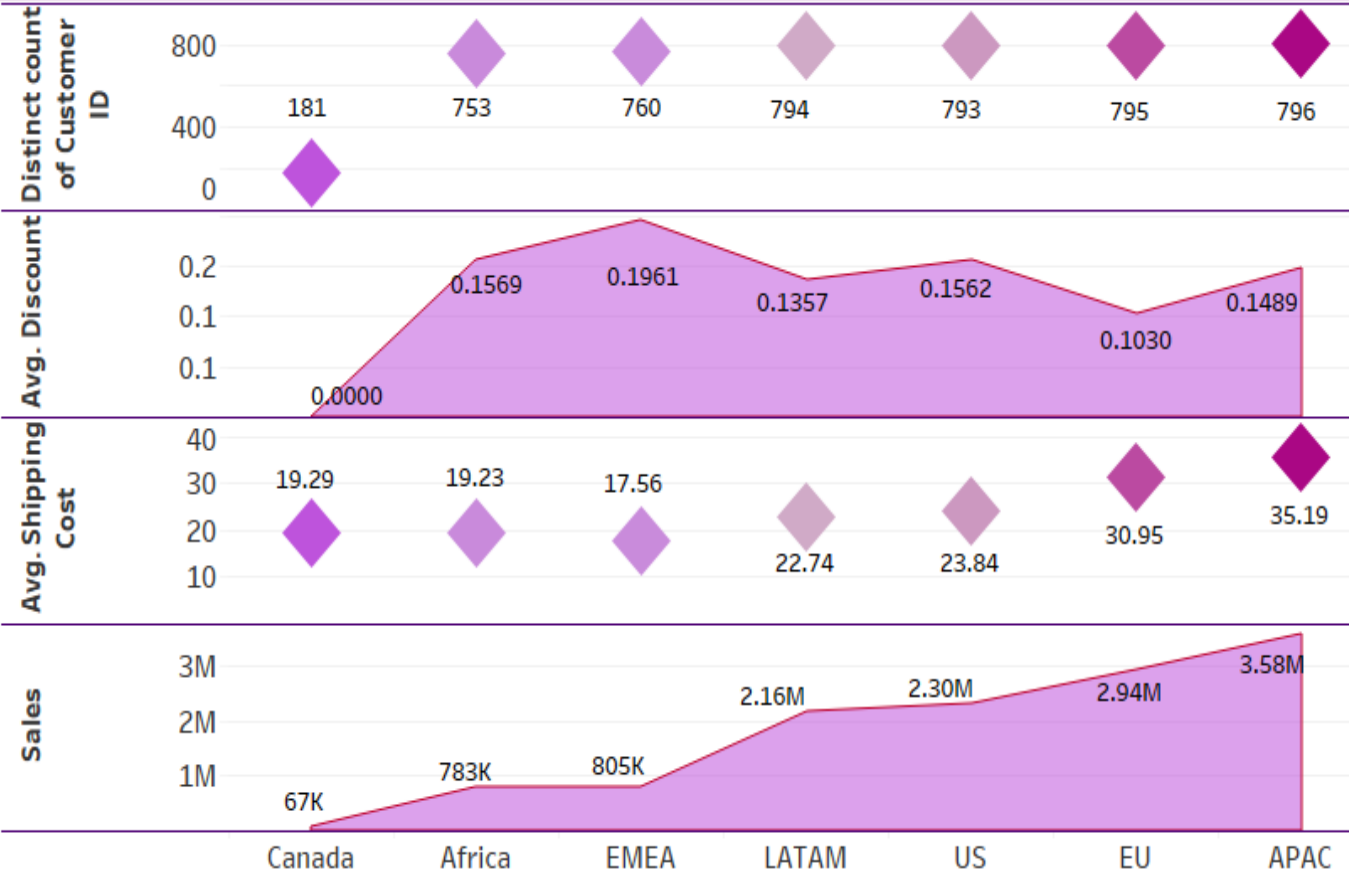
Module – ST2187 Business Analytics, Applied Modelling and Prediction

Market Analysis

Market Demand

	Africa	APAC	Canada	EMEA	EU	LATAM	US	Grand Total
Furniture	631	2,425	42	768	1,500	2,380	2,120	9,866
Office Supplies	3,041	6,170	277	3,295	6,583	5,851	6,021	31,238
Technology	910	2,390	65	960	1,907	2,046	1,846	10,124
Grand Total	4,582	10,985	384	5,023	9,990	10,277	9,987	51,228

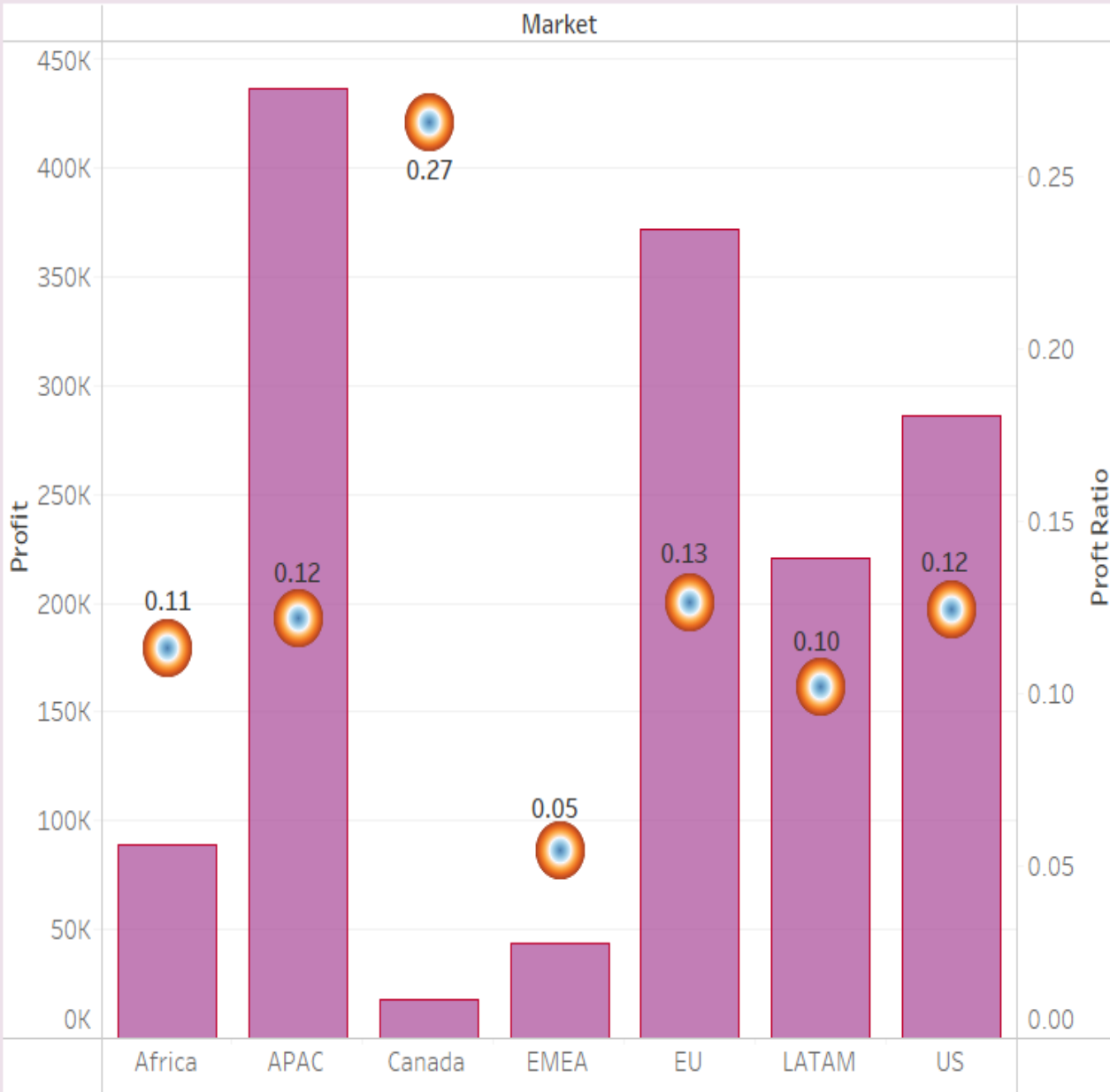
Overall Market Analysis



No. of orders



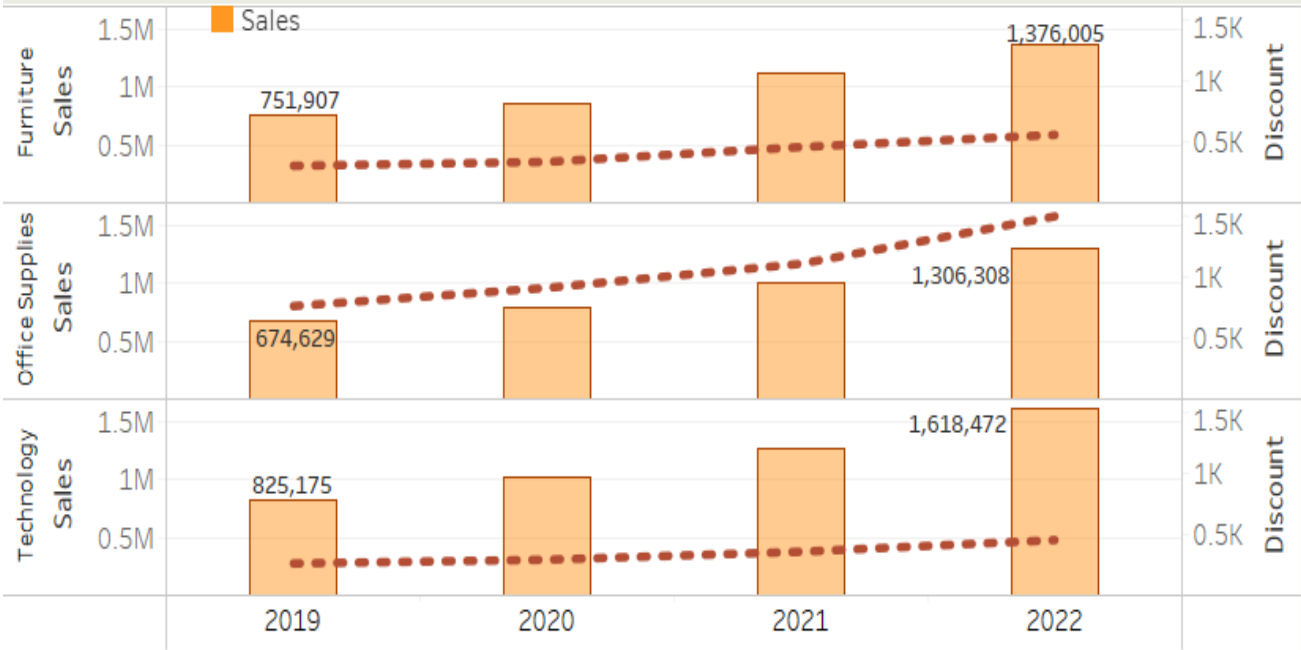
Profit vs Profit/Sales ratios of Markets



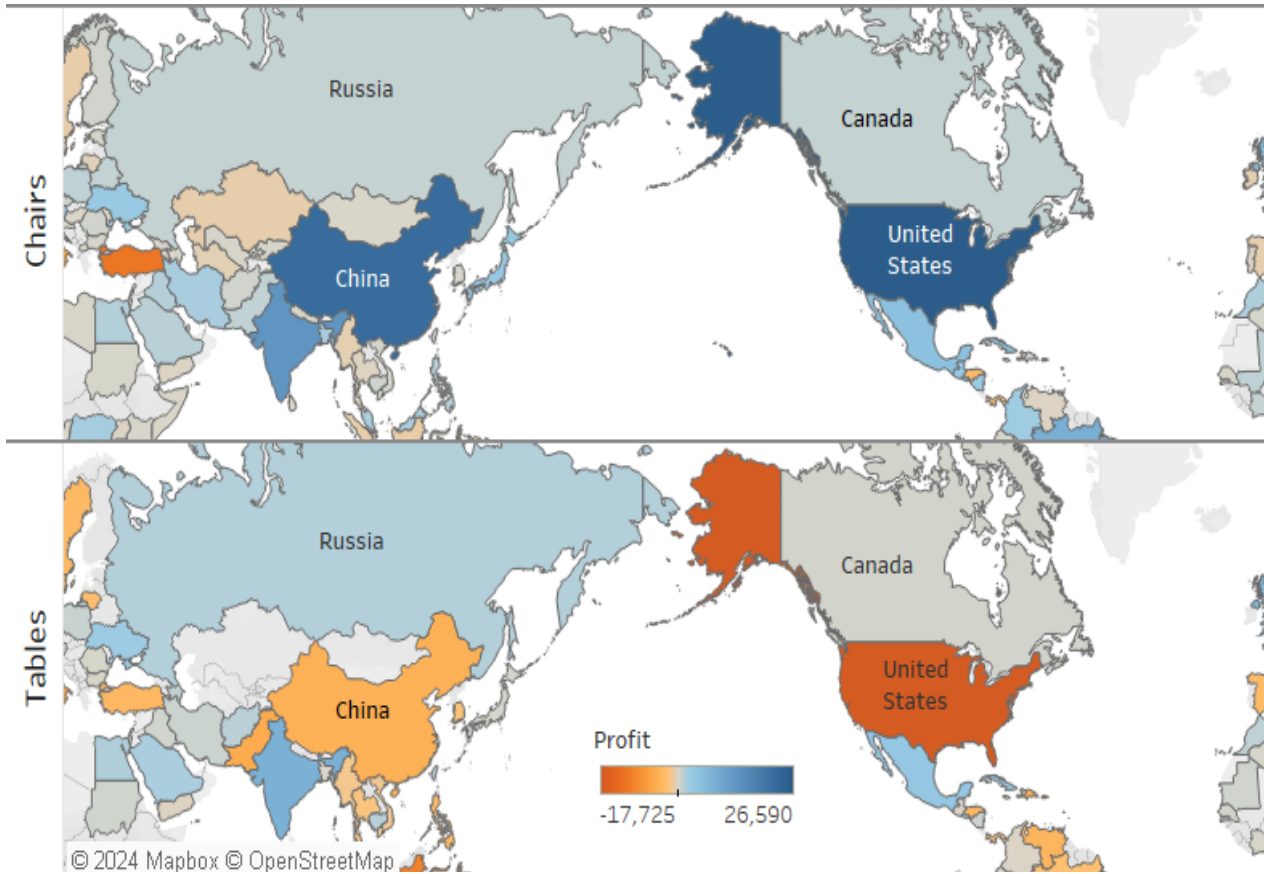
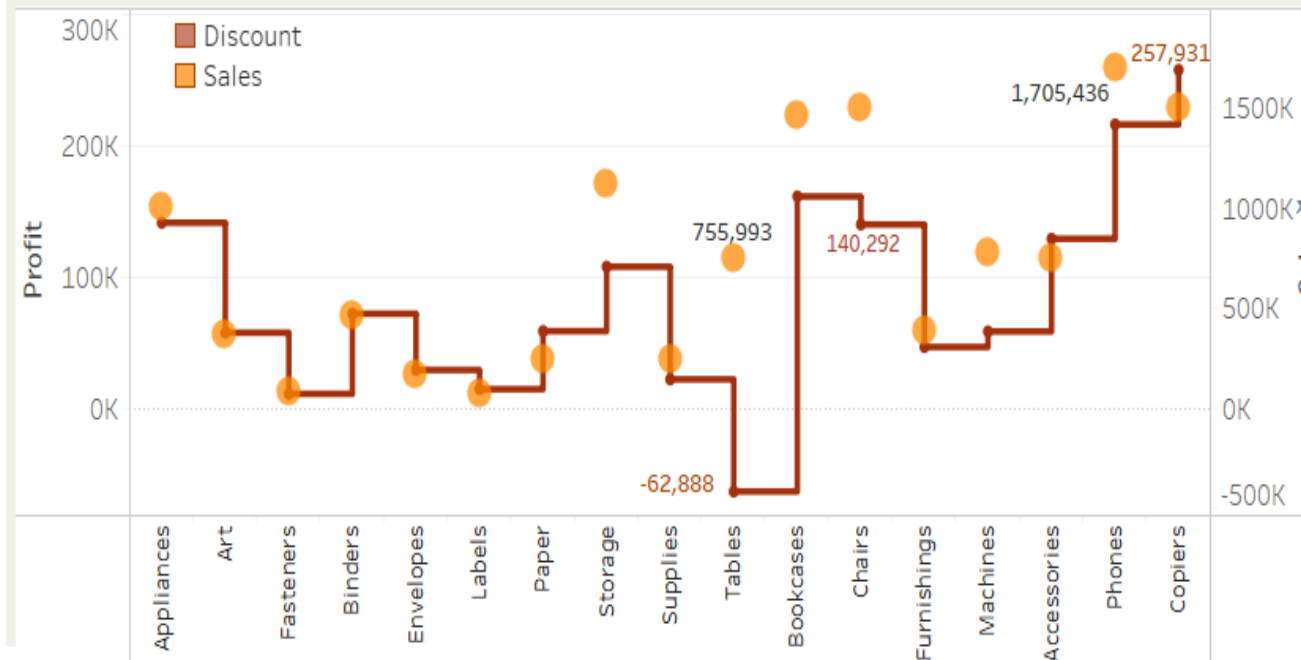
Product Analysis

Categorical overview of Discounts and Sales

Country-wise Profits of Chairs and Tables



Profits vs Sales of Sub-Categories

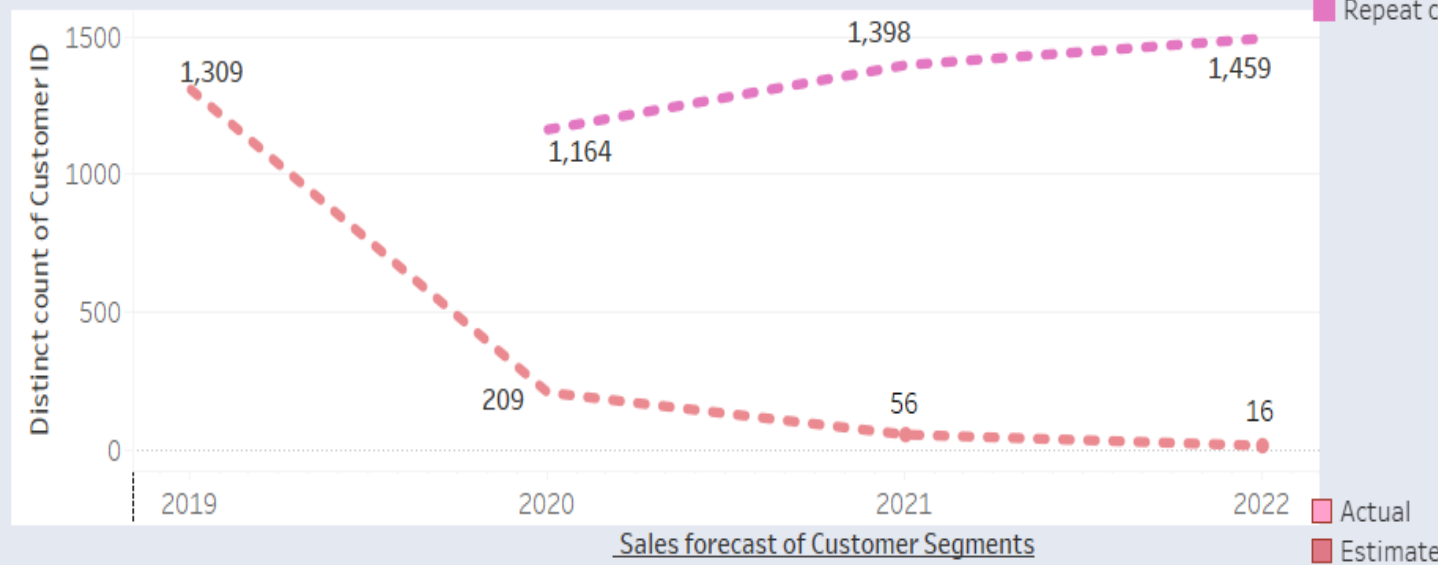


Top Most Profitable Tables

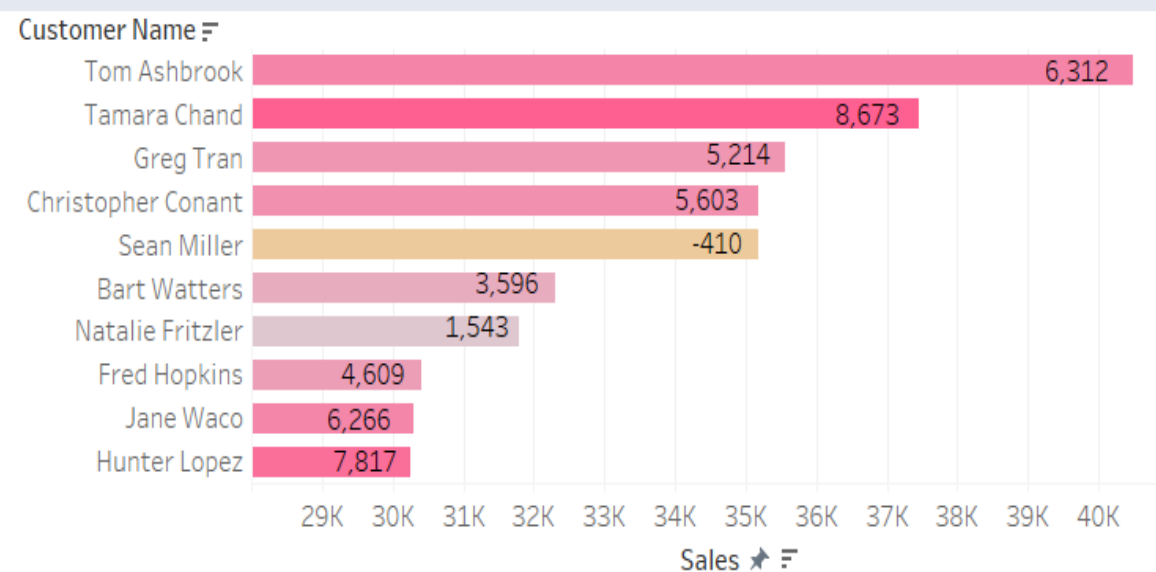
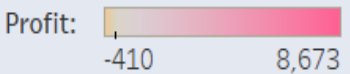
Chromcraft Computer Table, Adjustable Height	Hon Training Table, Adjustable Height	Barricks Conference Table, Fully Assembled	Bevis Round Table, Rectangular	Chromcraft Conference Table, Fully Assembled
	Barricks Training Table, Adjustable Height	Hon Training Table, Fully Assembled	Bevis Conference Table, Rectangular	Chromcraft Wood Table, Adjustable

### Customer Analysis

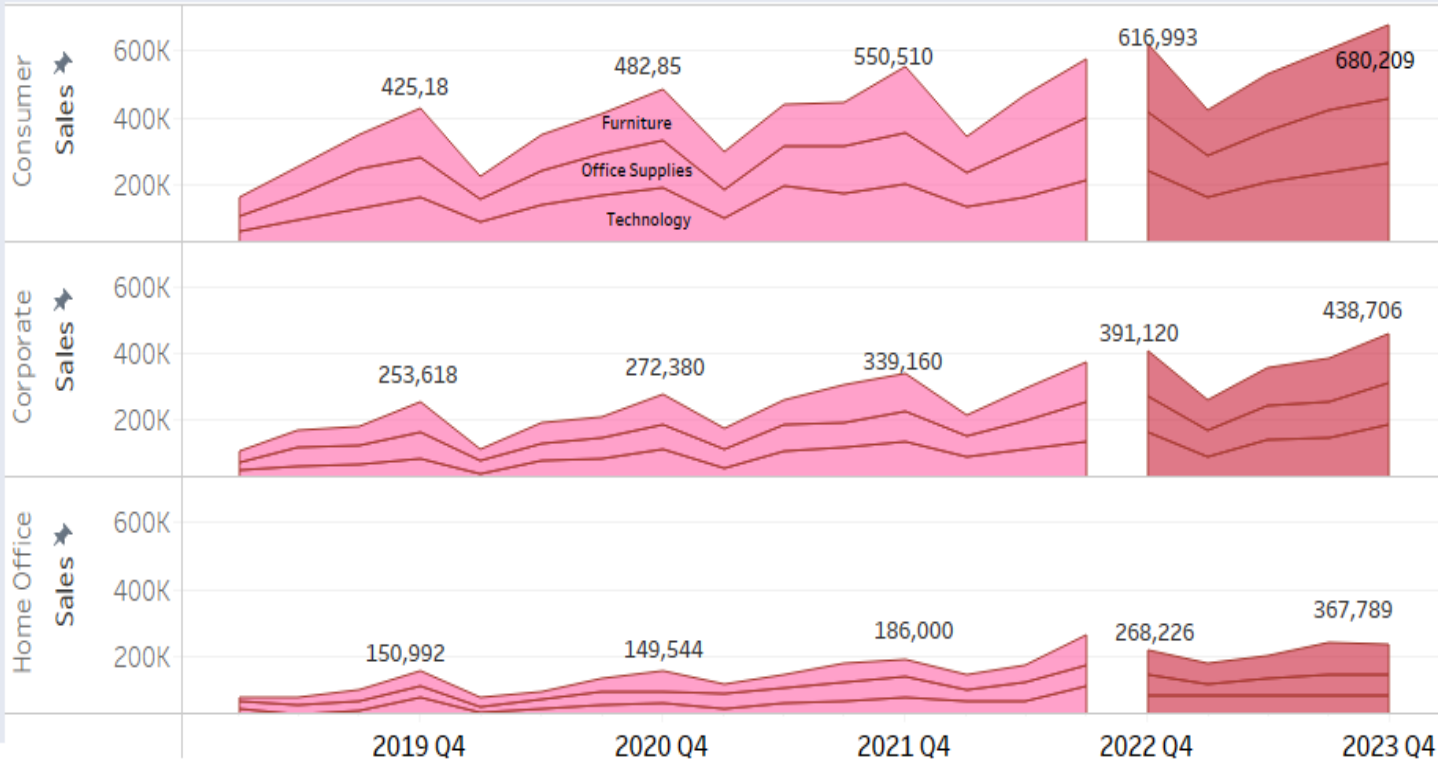
New and already Existing customer base



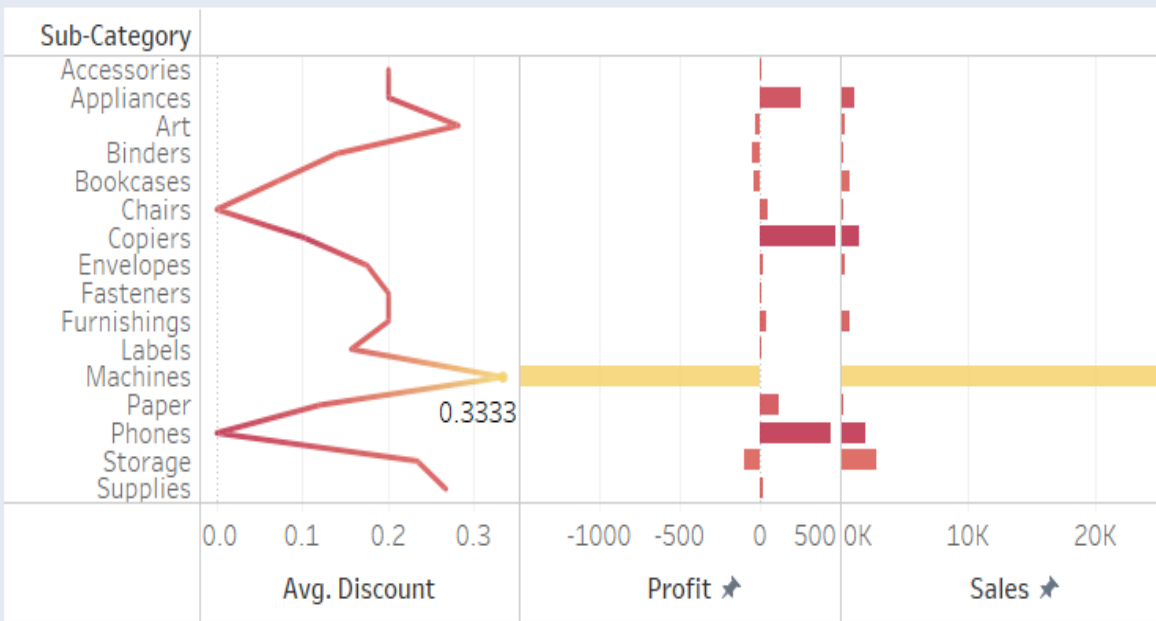
Top 10 Customers by Sale

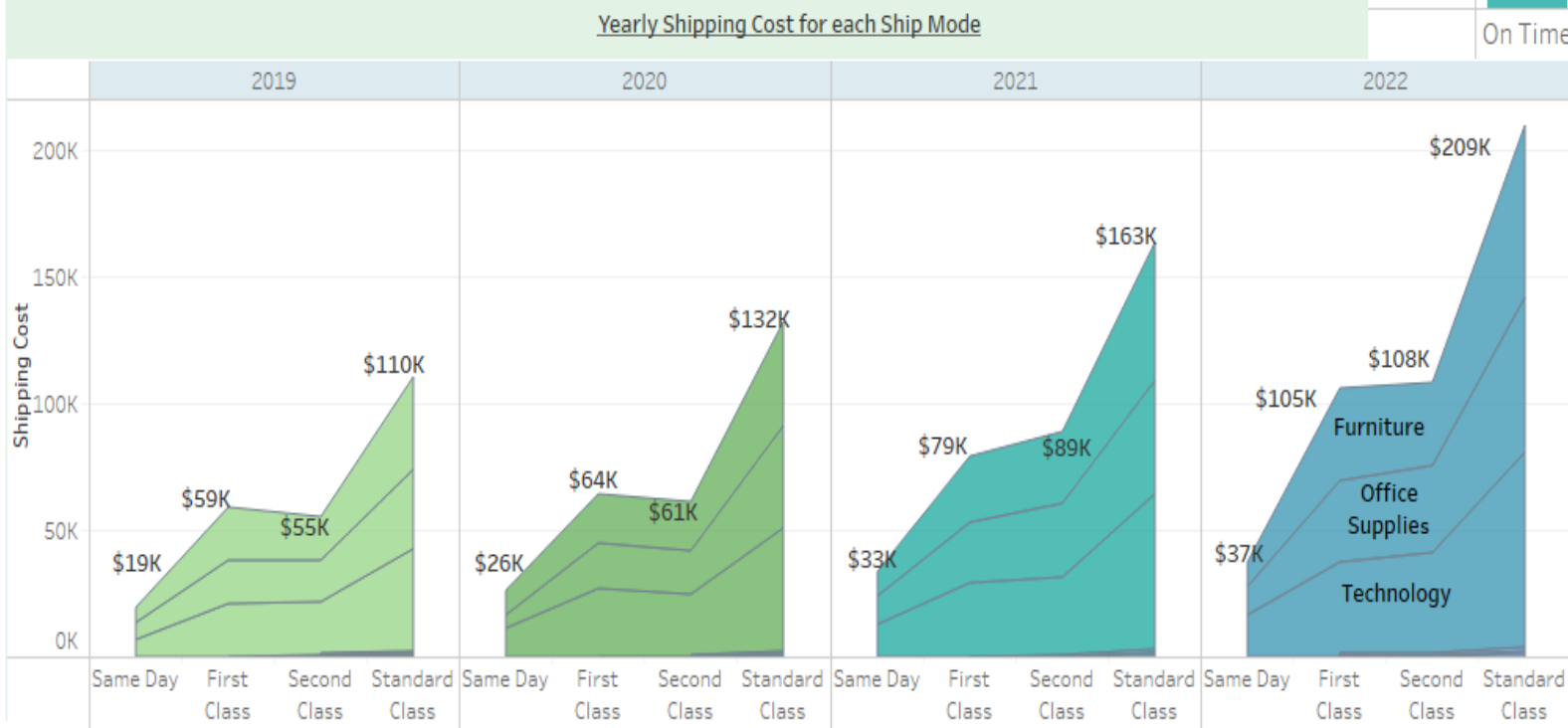
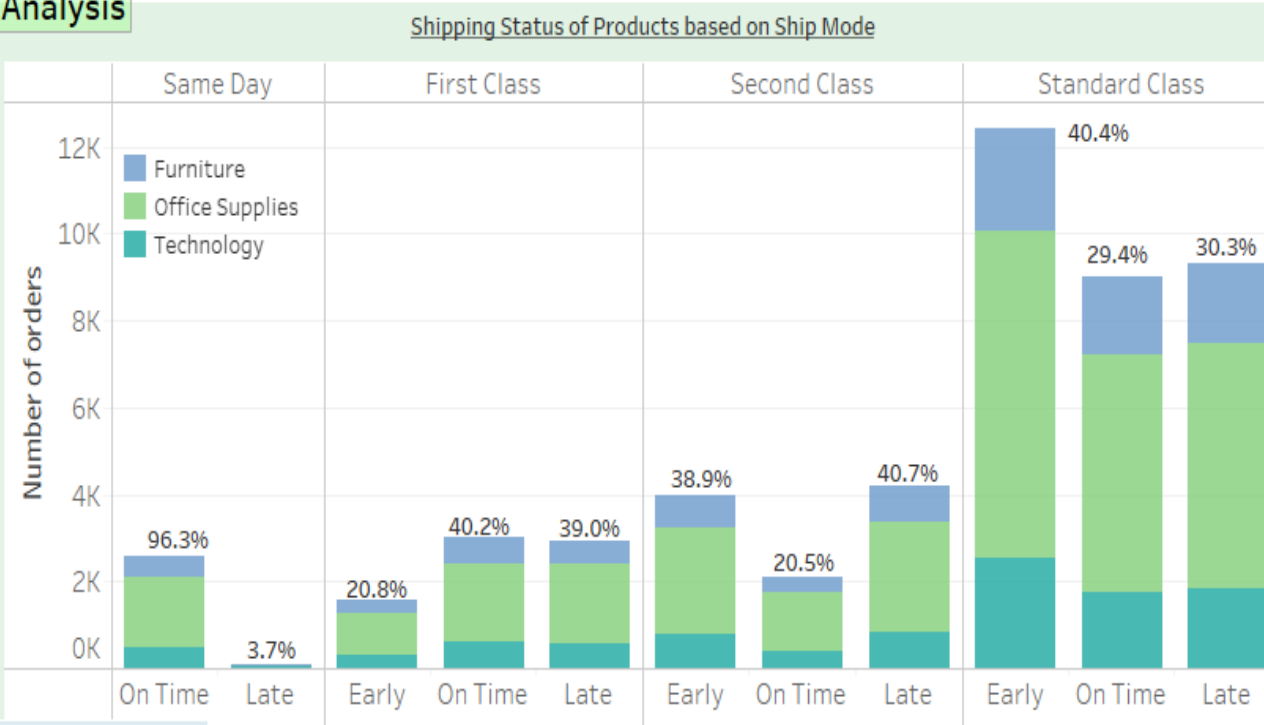
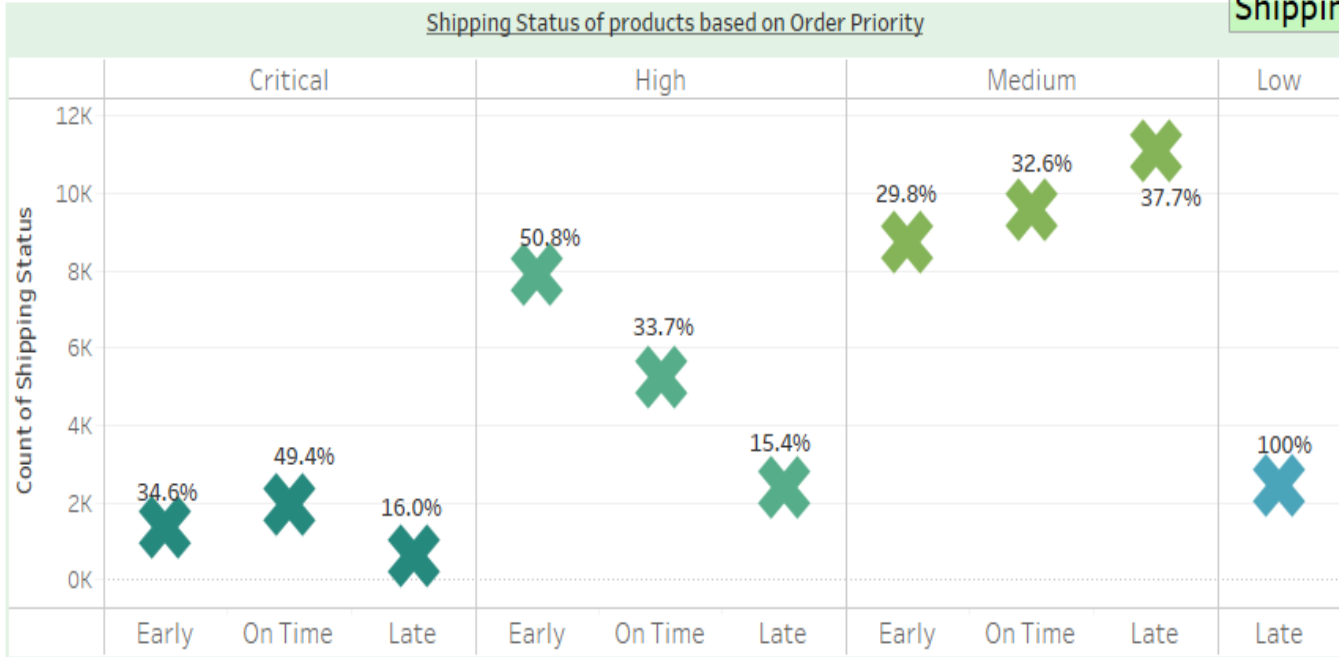


Sales forecast of Customer Segments



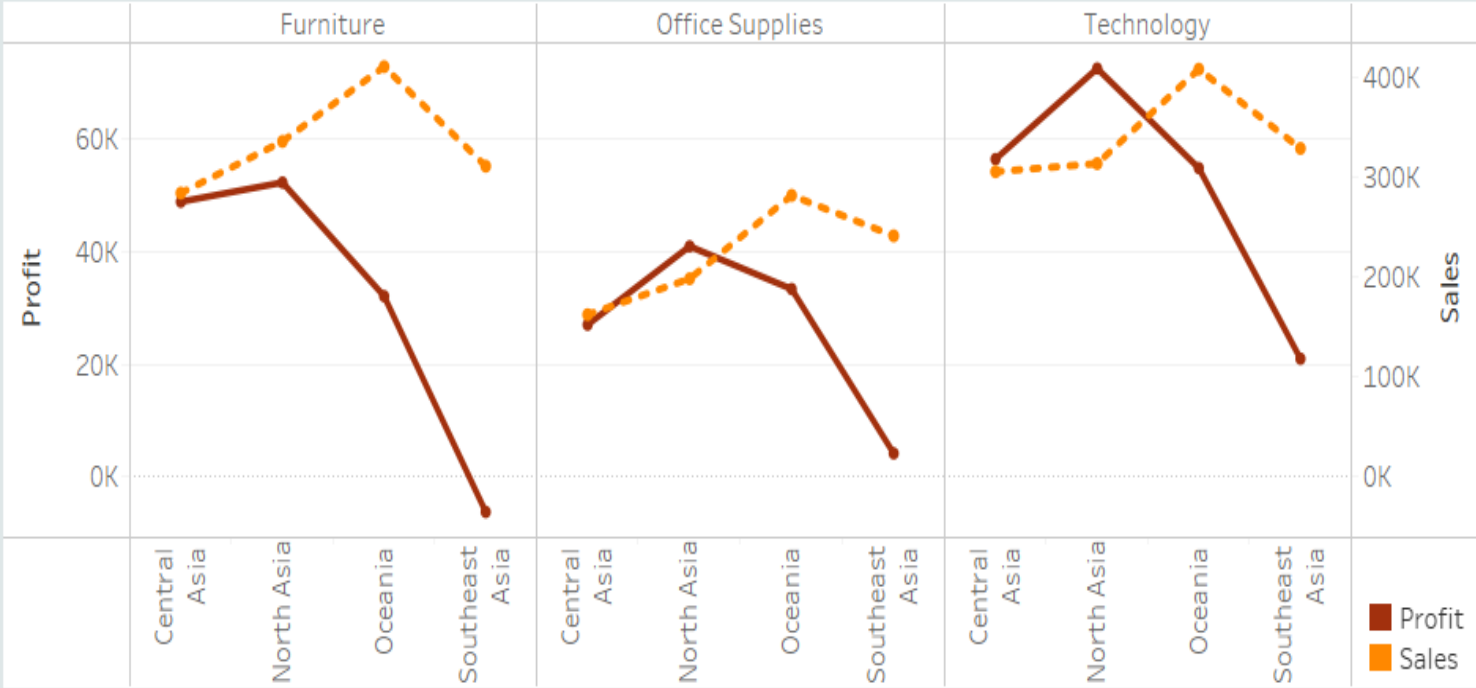
Products that contributed towards Sean Miller's loss



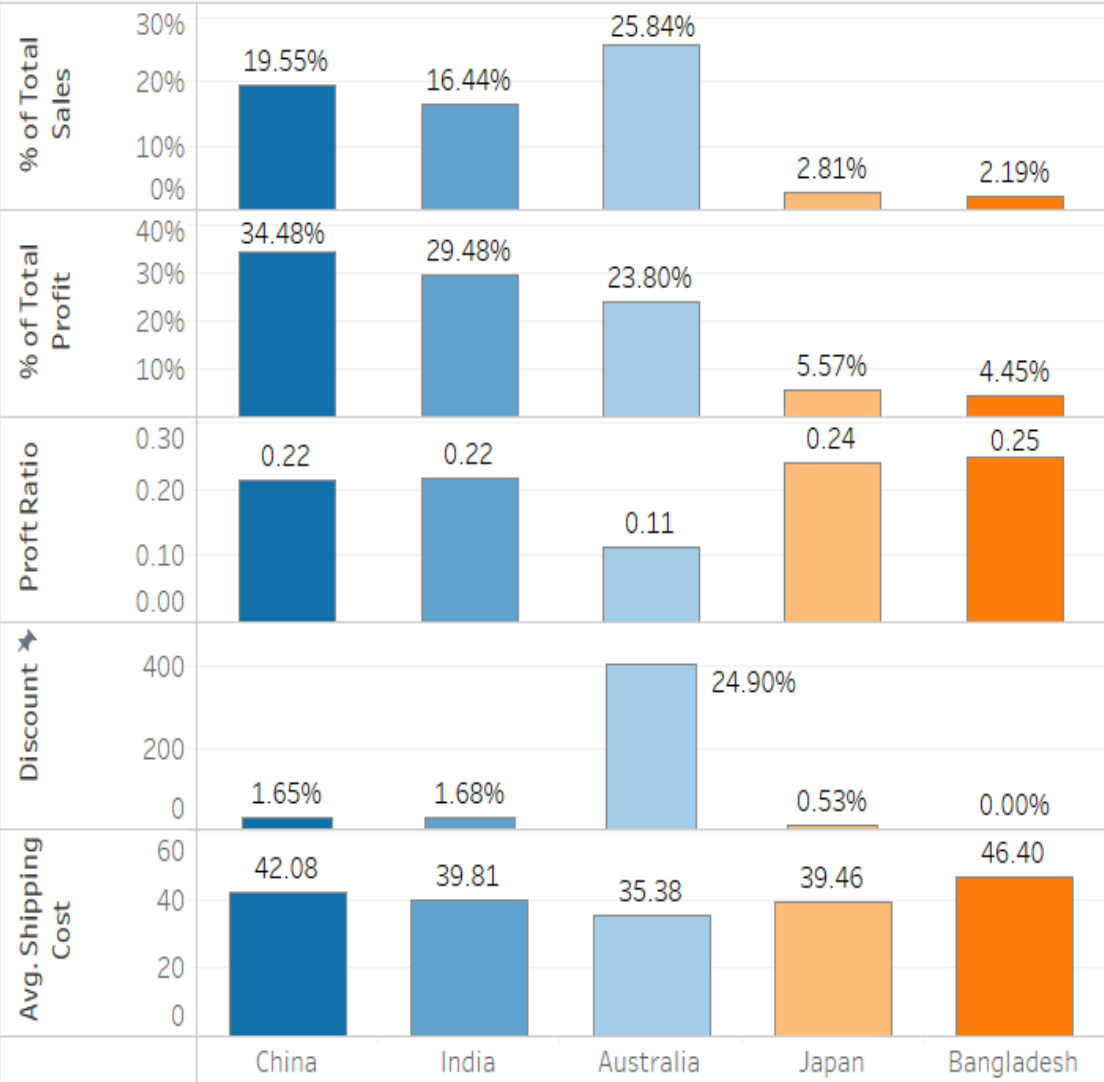


APAC Market Analysis

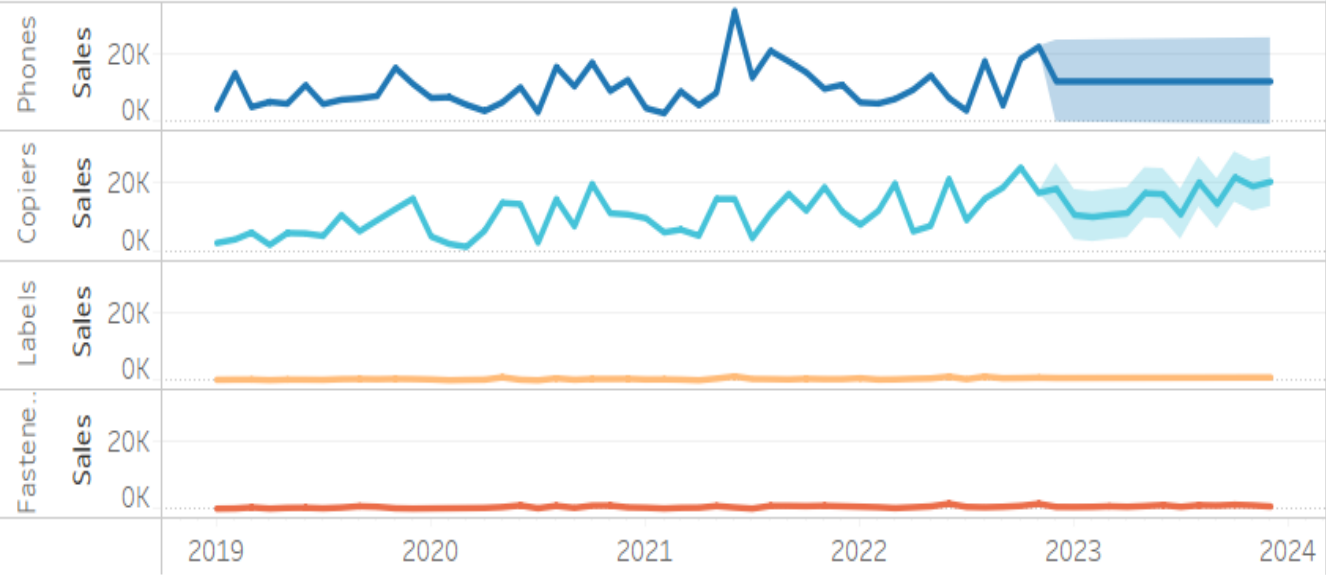
Categorical Overview of Sales vs Profits in APAC Regions



Analysis of Top 5 (Most Profitable) countries in APAC market



Sales Trend - Best and Worst selling Subcategories



Least profitable countries in APAC

Pakistan -22,447	Philippines -16,028	South Korea -12,793	Thailand -6,167
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