ASSIGNMENT 3: ANSWERING SHEET
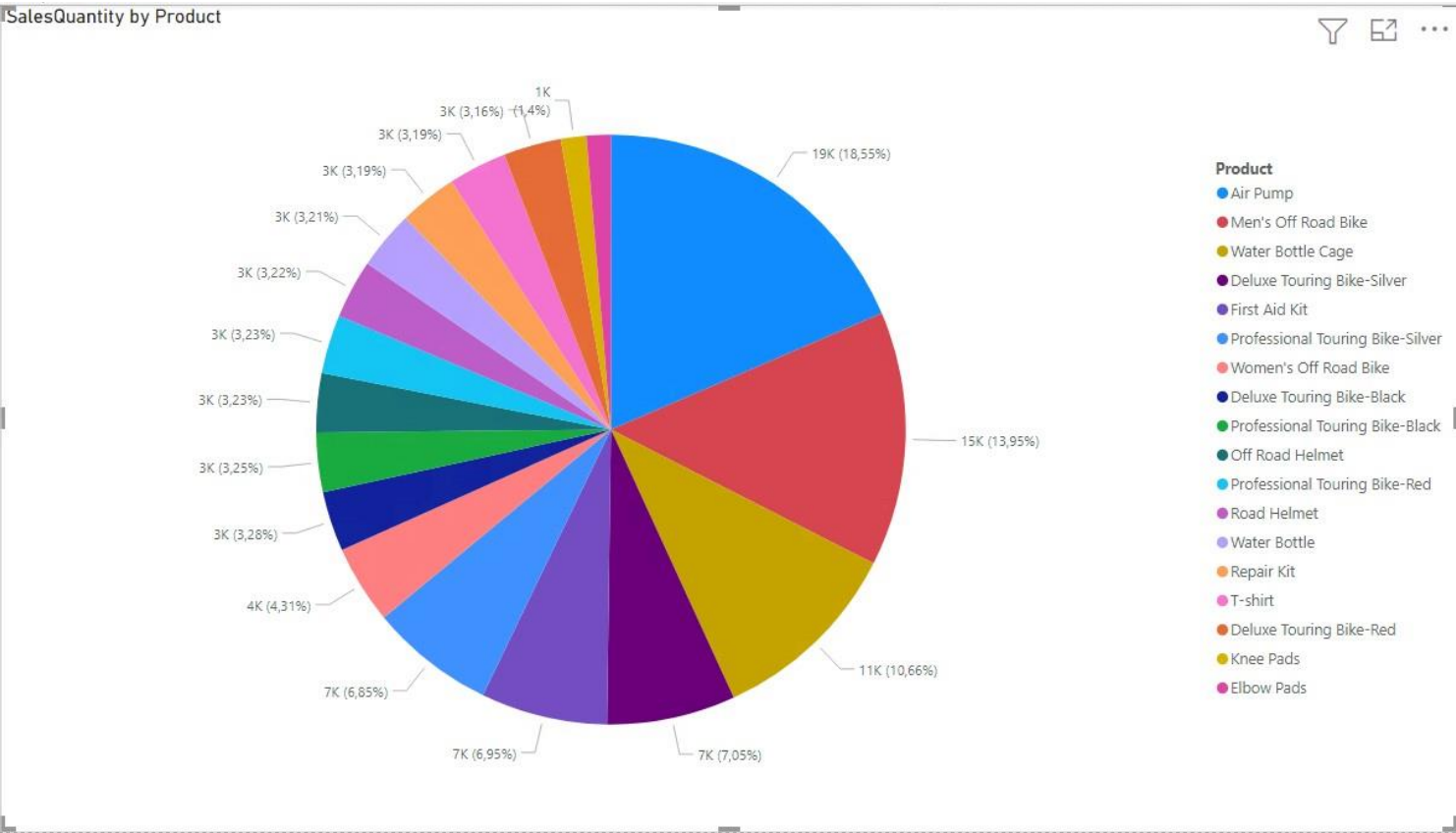
Student Name and Number:

Yijie LI : E123330

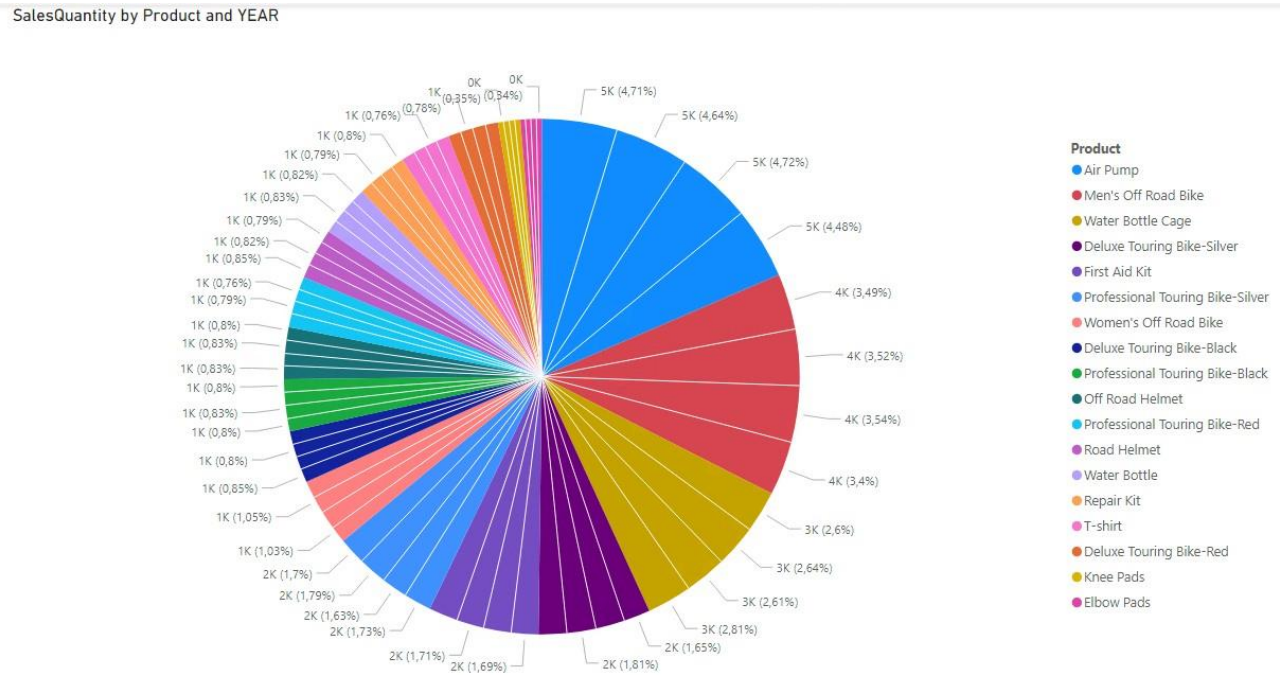# ANALYSIS OF ACCOUNTING DATA USING MS POWER BI

*Support each question below with **about the size of half a page graphics** (use e.g. Snipping Tool) and a **short written answer**.*

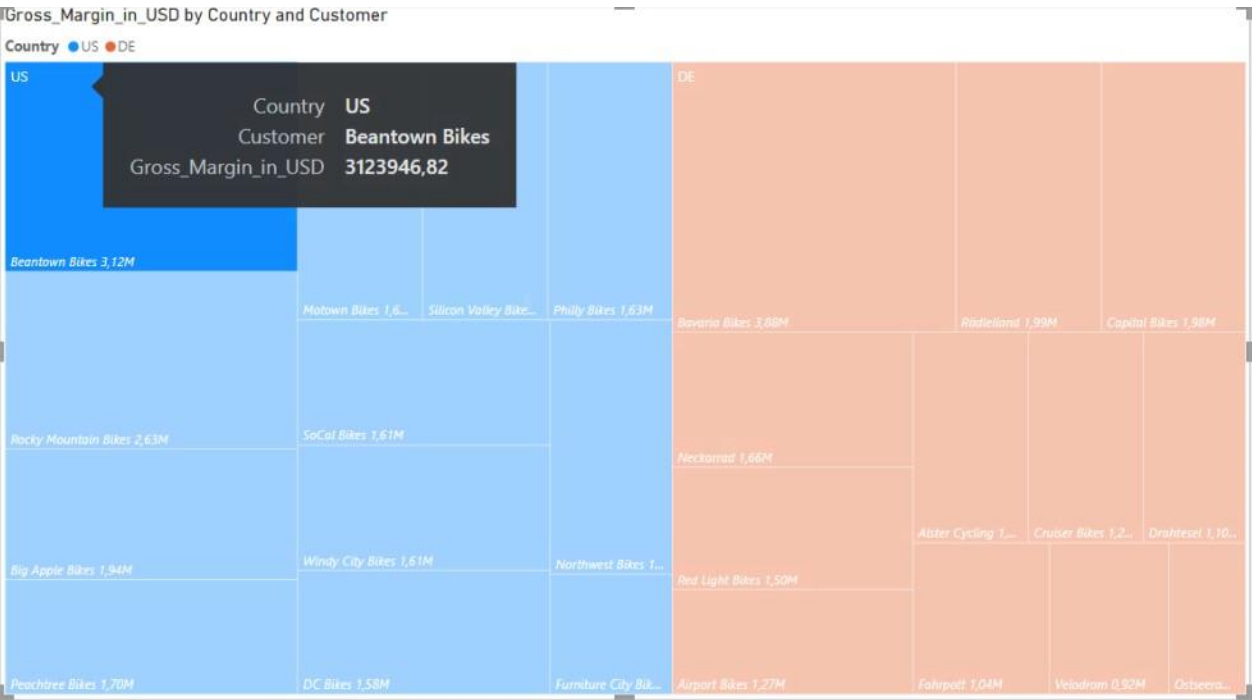## Question 1: Which product has the highest sales quantity?

Air Pump has the highest sales quantity.

Question 2: Does it appear that the ratio of sales by product changes over time?

SalesQuantity by Product and YEAR

There are no changes in the ratio of sales by product over time.

Question 3: Which US customer has the highest gross margin? How much is it?

Gross_Margin_in_USD by Country and Customer

In the US, Beantown Bikes has the highest gross margin, and the gross margin is USD 3,123,946.82.

Question 4: Which US customer has the highest net sales? What is the amount?

Net_Sales_in_USD by Customer and Country

In the US, Beantown Bikes has the highest net sales, the amount is USD 9,59M.

Question 5: Which DE customer has the lowest net sales? What is the amount?

Net_Sales_in_USD by Customer and Country

In the DE, Ostseerad has the lowest net sales, which is 1,84M.

Question 6: How did the chart changed? What conclusions can you now make concerning US customers?

Average of Gross_Margin_Ratio by Customer and Country

Customer ● Furniture Cit... ● Rocky Mo... ● Big Apple ... ● Peachtree ... ● Motown Bi... ● SoCal Bikes ● Windy Cit... ● Northwest ... ● Philly Bikes ● Silicon Vall... ● DC Bikes ● Beantow...
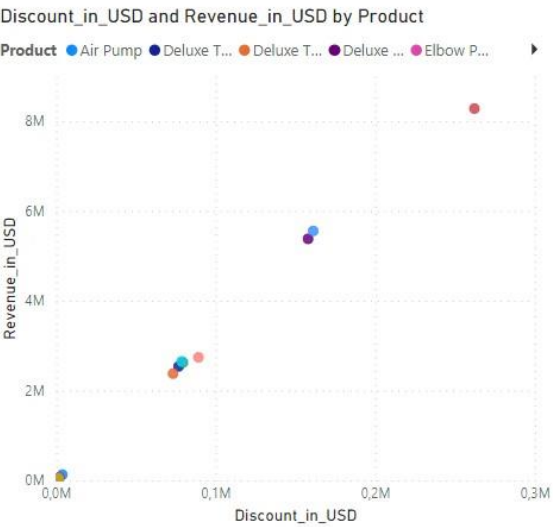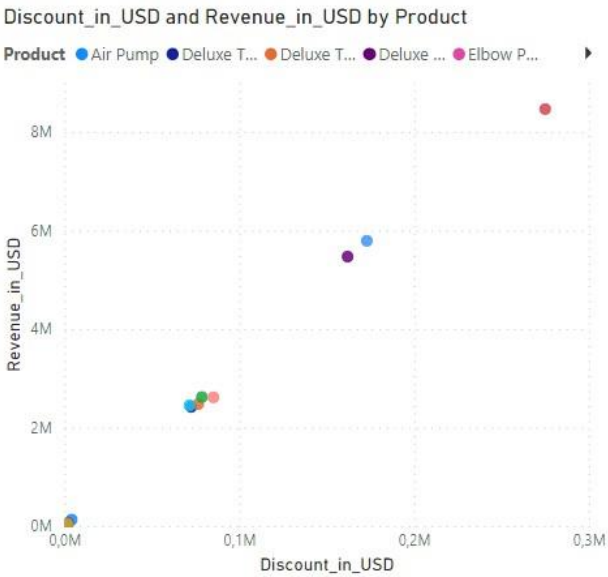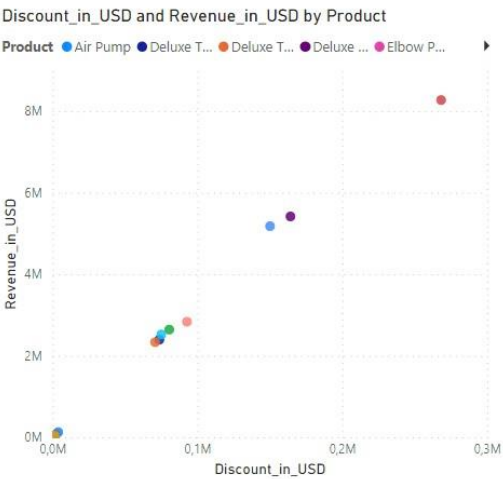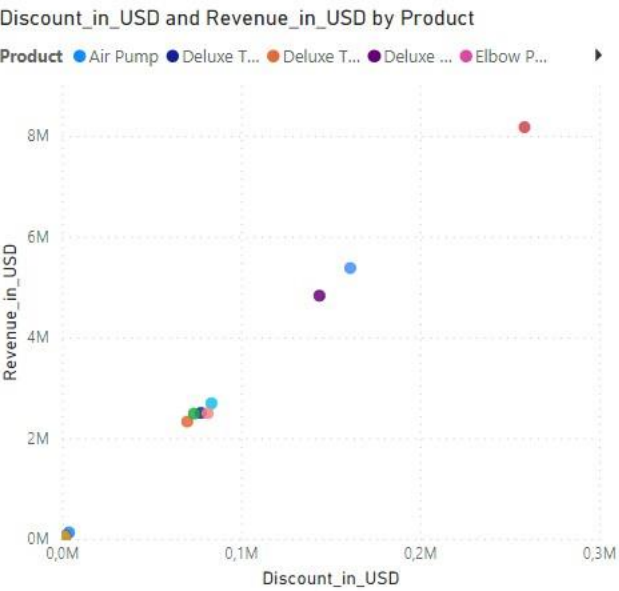

The chart shows the number in each column. Although Beantown has the highest net sales, it has the lowest gross margin ratio.

Question 7: Was the sales target achieved in any of the years? In what year have sales revenues been closest to the target value? What about the farthest?
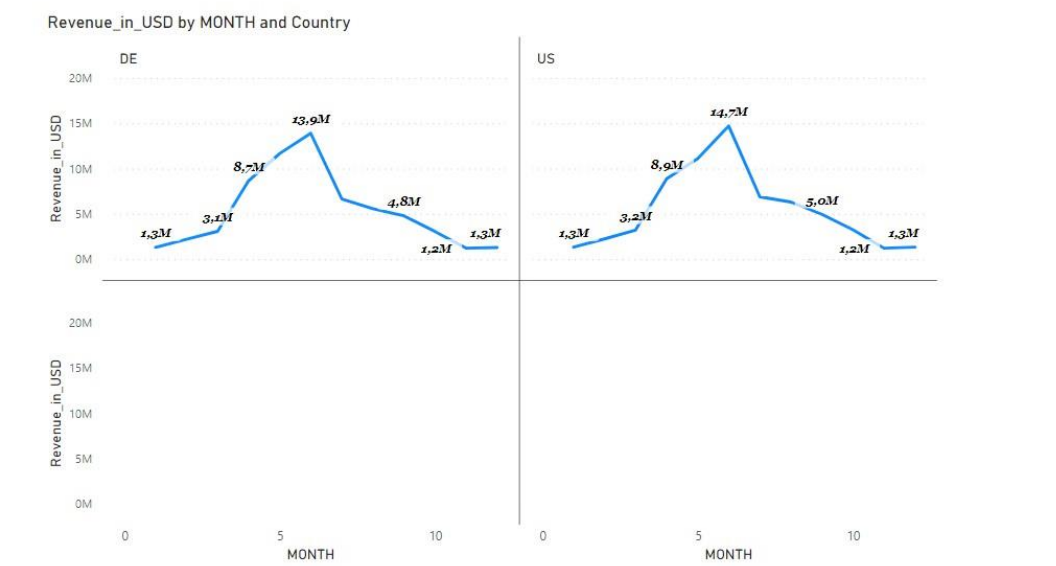

The sales target does not achieve in any of the years, the 2020 year was the closest year, and 2018 was the farthest year.

Question 8: What conclusions can you make concerning the relationship between sales revenues and discounts by product? Are there any differences between the years?
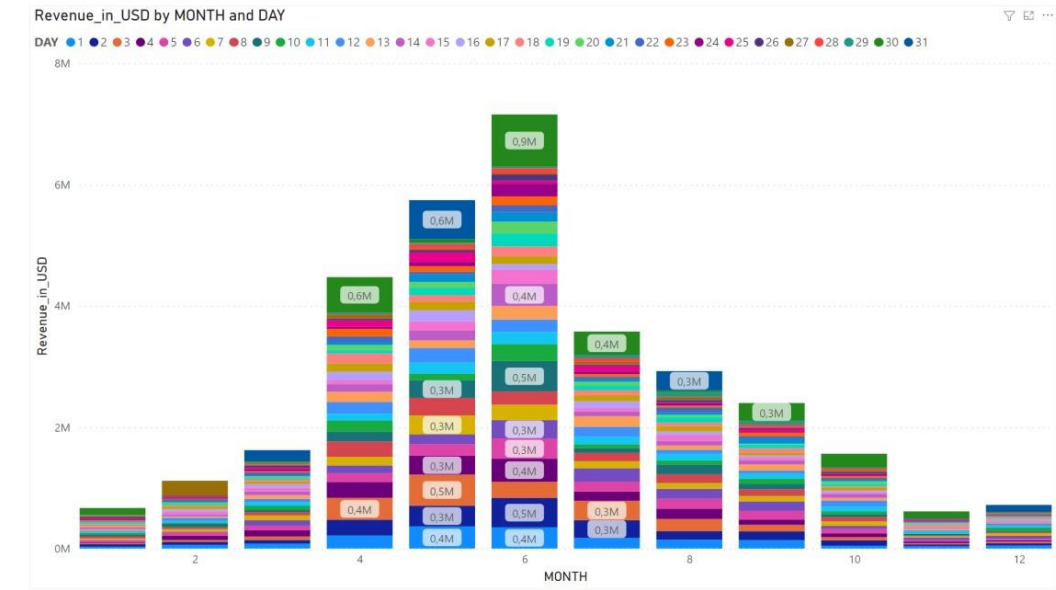

The four charts above are present the relationship between sales revenues and discount by-products from 2018 to 2021. Sales and discounts are positively correlated.

Question 9: Are there monthly seasonal variations in GBI sales revenues? Are there differences between countries concerning this seasonality?
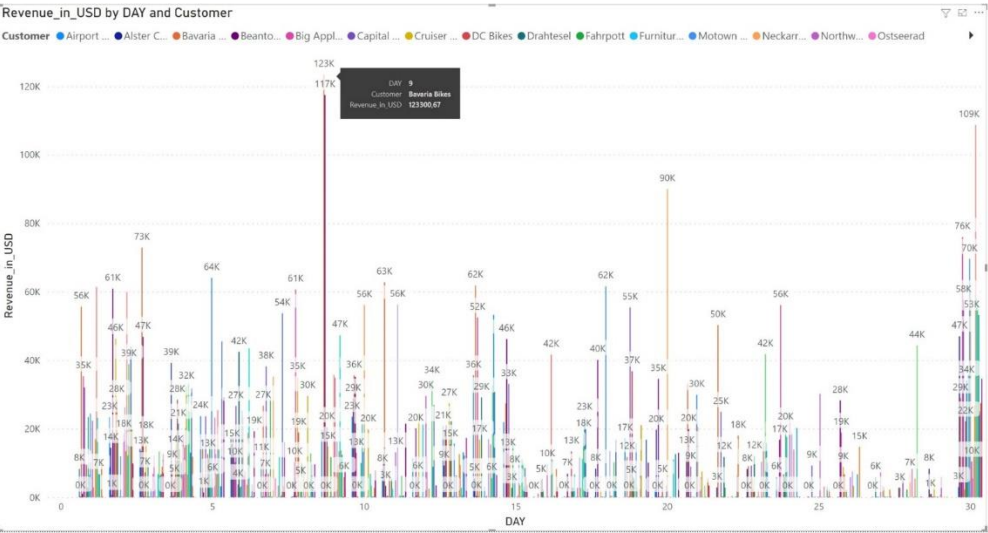

Revenue_in_USD by MONTH and Country

Yes, there is a seasonal variation in GBI sales revenues, mainly concentrated on the following months: April, May, and June. No differences between US and DE.

Question 10: Find out the best sales month of the year 2021 (both countries together). During that month, which day has been the best single sales day (both countries together)? How much was the amount of revenue on that day?

Revenue_in_USD by MONTH and DAY

The best sales month of 2021 is June, 30.06.2021 the amount of revenue on this day is USD 0.9M.

Question 11: Consider again the best sales month of the year 2021 (both countries together). Find out the customer that had the highest sales revenues per one single day of that month. Which customer was that? Which day was that? And what was the customer's revenue on that day?

Customer: Bavaria Bikes; Day: 9; Revenue: USD 123,300.67

Question 12: Copy your dashboard and paste it here.