ASSIGNMENT 4: ANSWERING SHEET

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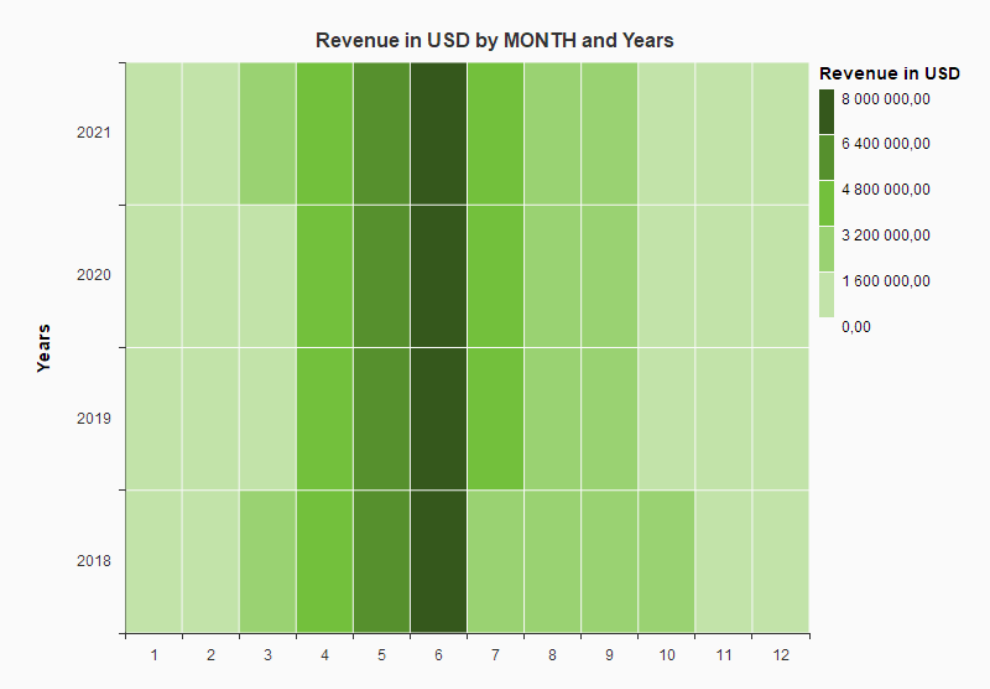
ANALYSIS OF ACCOUNTING DATA USING SAP PREDICTIVE ANALYTICS

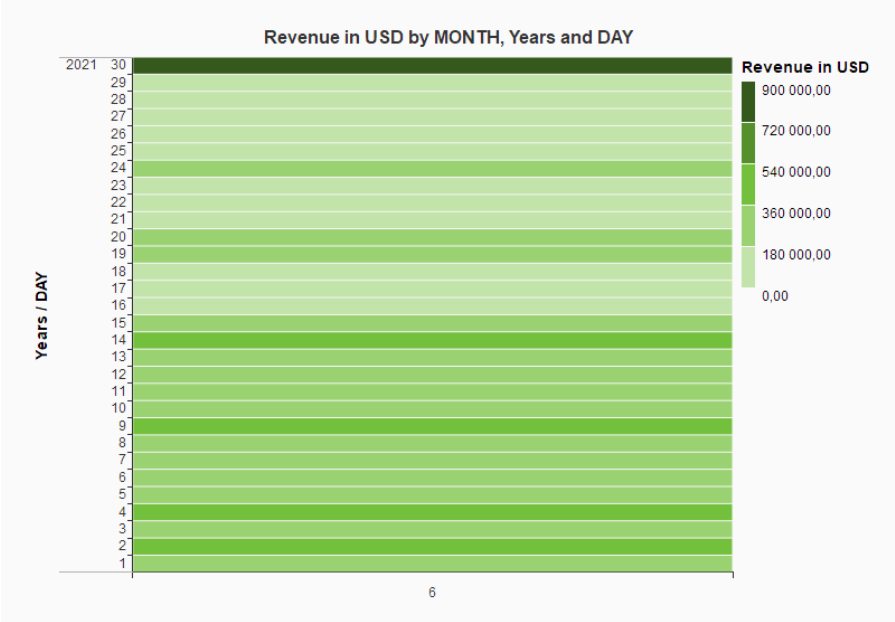
*Support each question below with **graphics** (SAP Predictive Analytics; medium sized) and a **short written answer**.*

Question 1: What does the heat map tell us about seasonality at GBI?



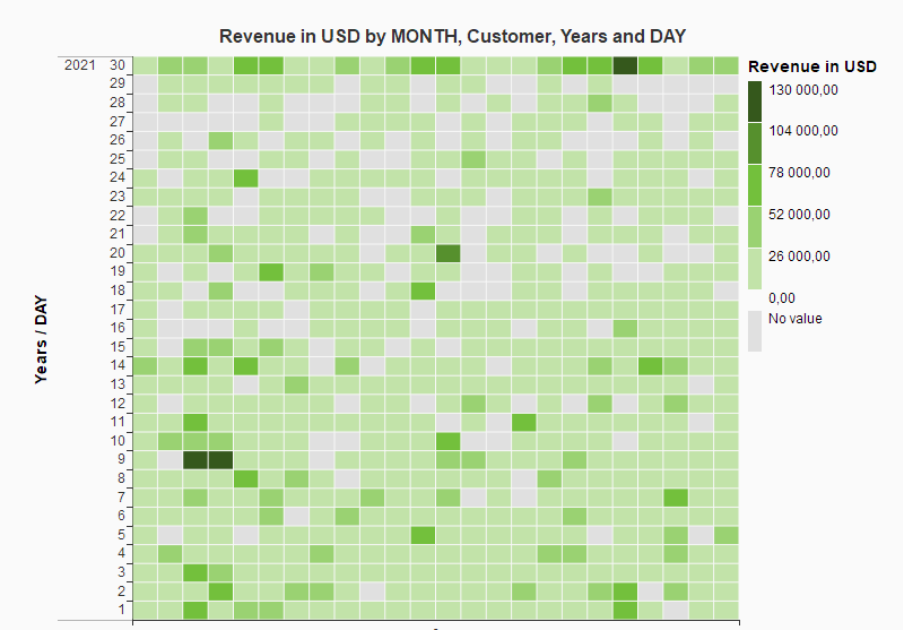
June was the highest sales month of the whole year, with no exceptions for the four years.

Question 2: What is the day of the month with the highest sales? What are the revenues on this day?



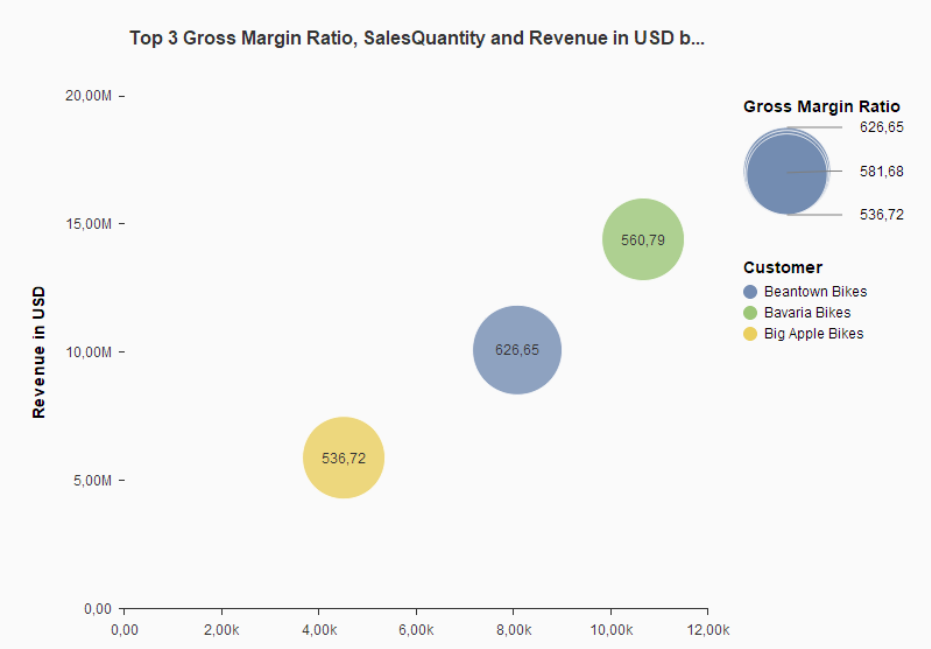
Highest day: 30.06. USD 866,390.75.

Question 3: List the top 3 customers, the amounts and the dates of the sales.



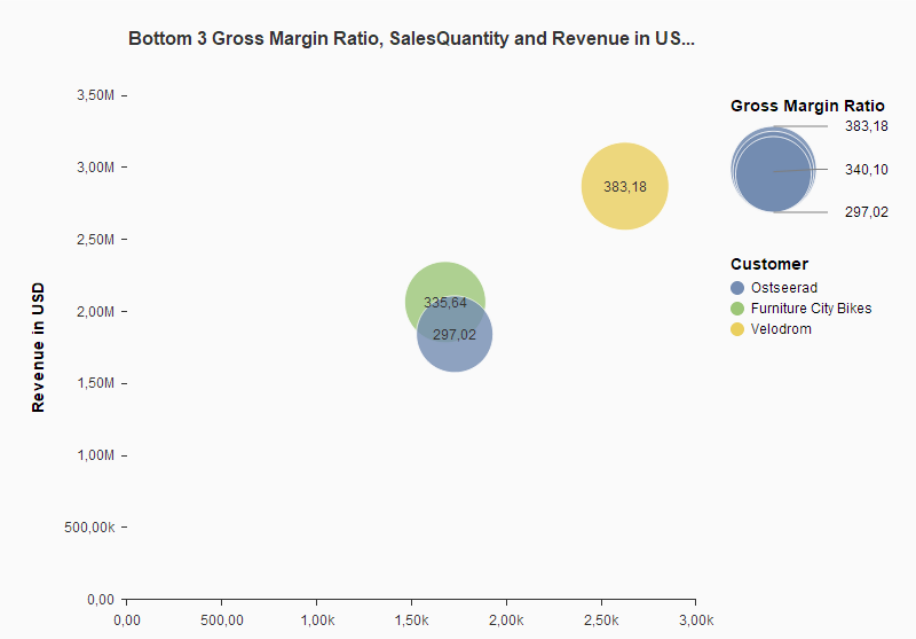
Top 3 customers: 1. Bavaria Bikes (USD 123,300.67/ 09.06) 2. Beantown Bikes (USD 117,465.35/ 09.06) 3. Radlelland (USD 108,670.89/ 30.06)

Question 4: Which customer has the highest gross margin ratio?



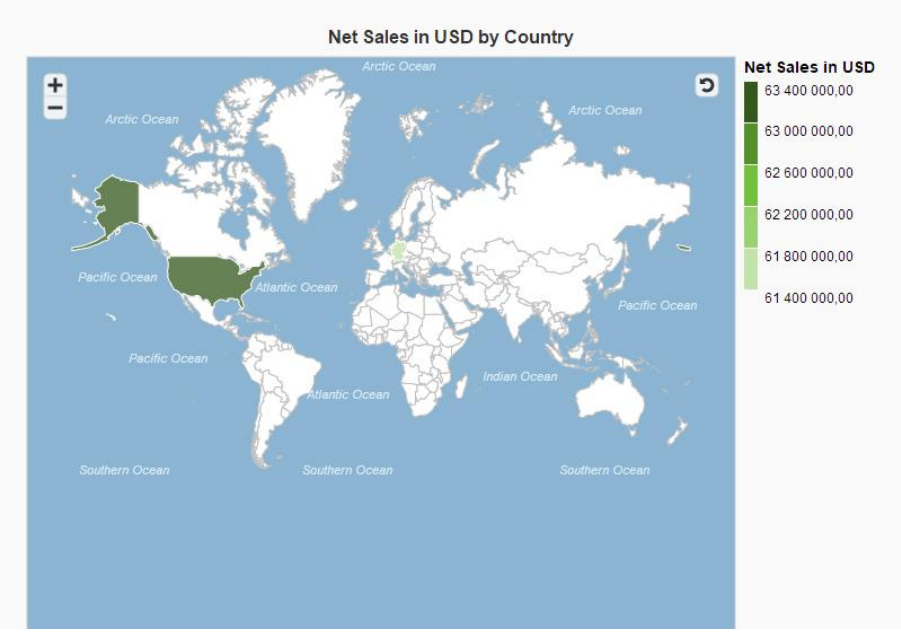
Beantown Bikes has the highest gross margin ratio.

Question 5: Which sales organization has the lowest gross margin ratio?



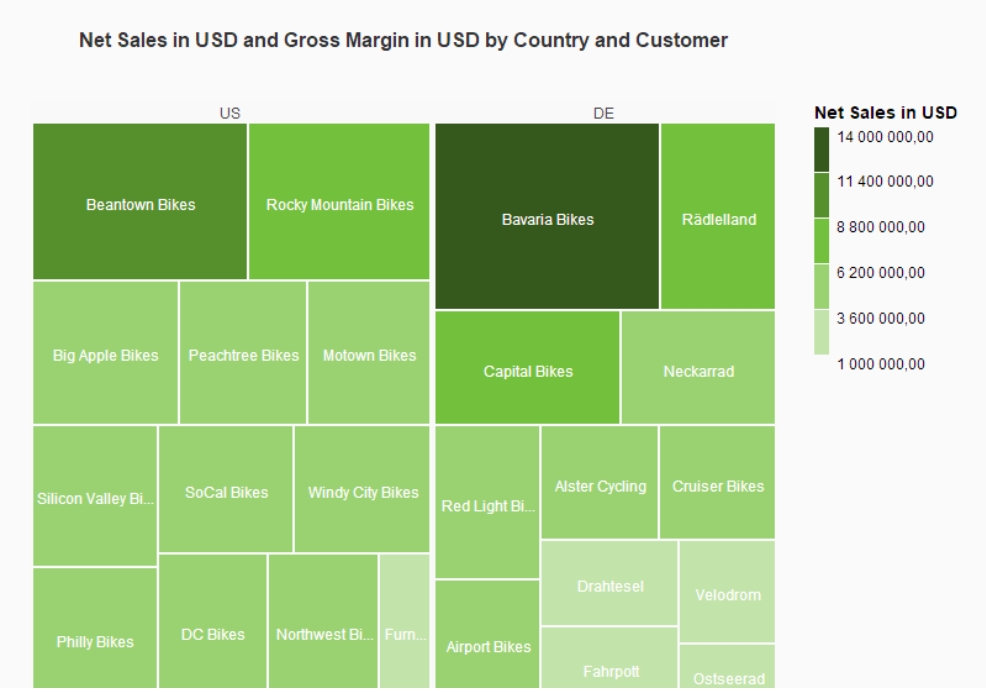
Ostseerad has the lowest gross margin ratio.

Question 6: Based on the map, which country has the highest net sales?



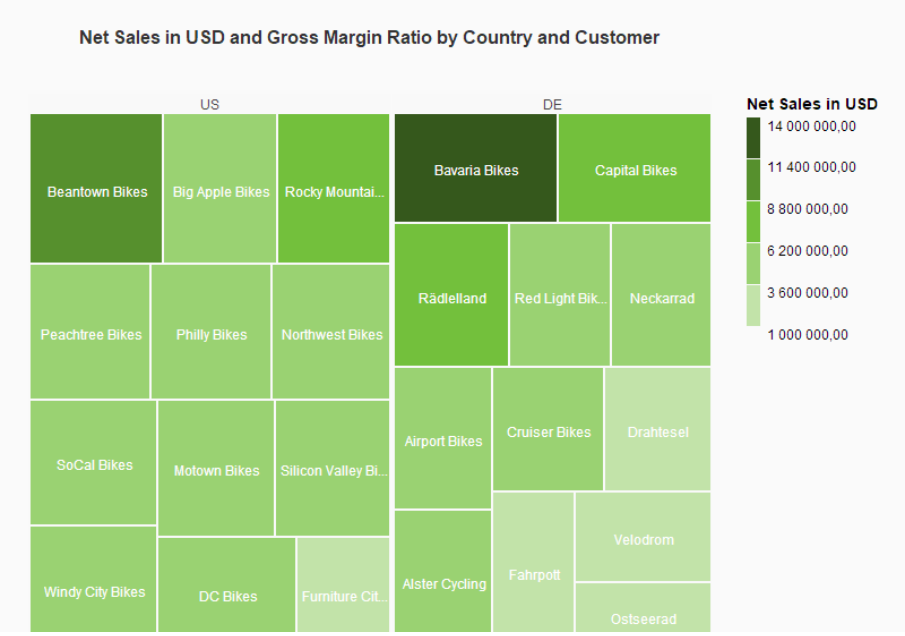
The US has the highest net sales

Question 7: Which US customer has highest gross margin?



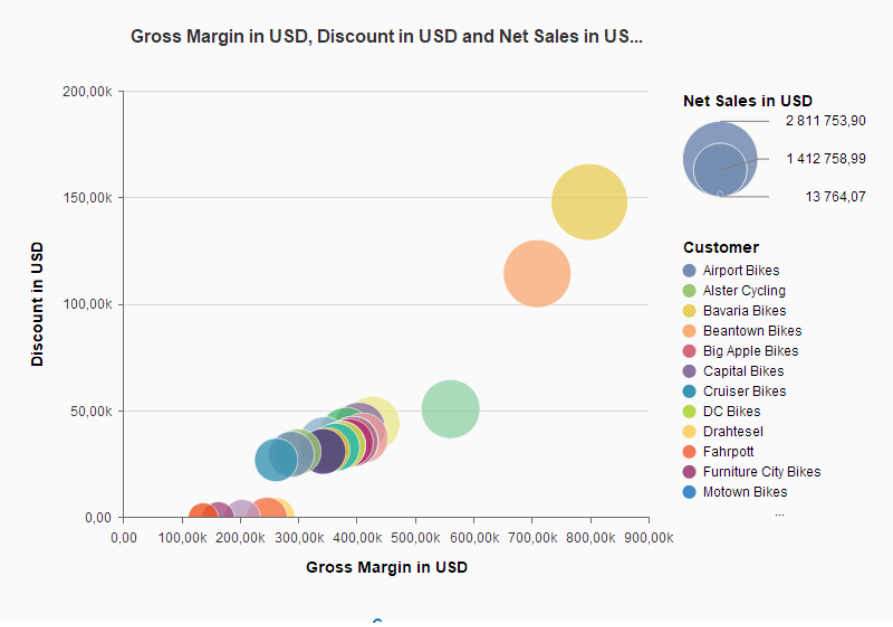
Beantown Bikes.

Question 8: How did the chart change? What does this tell you?



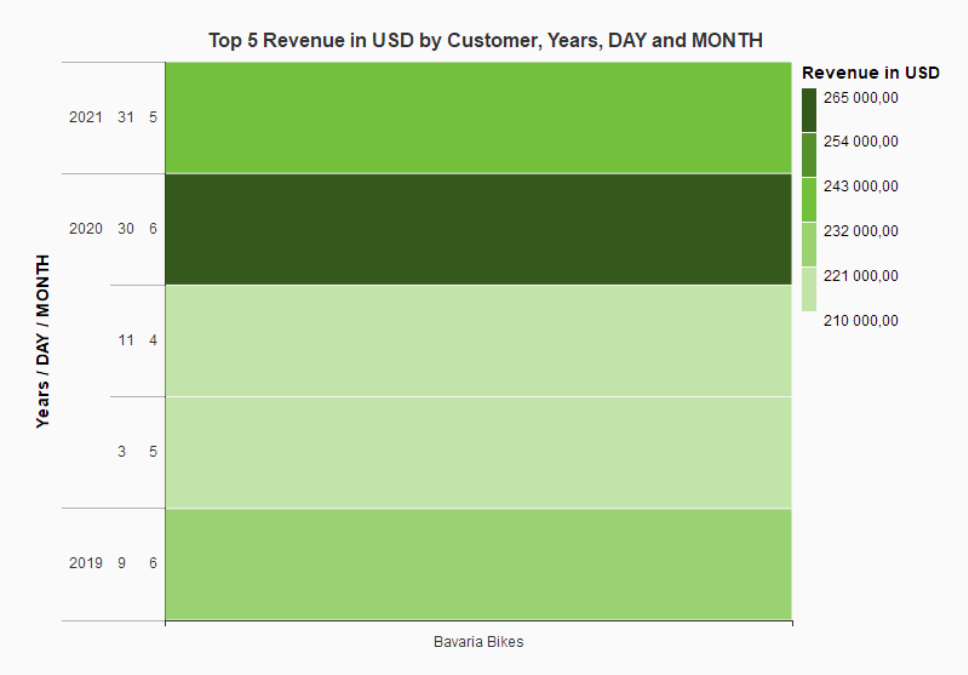
The gross margin ratio has less difference between each customer compared with the gross margin.

Question 9: What does the animation tell you about the relationship of all these variables by month?

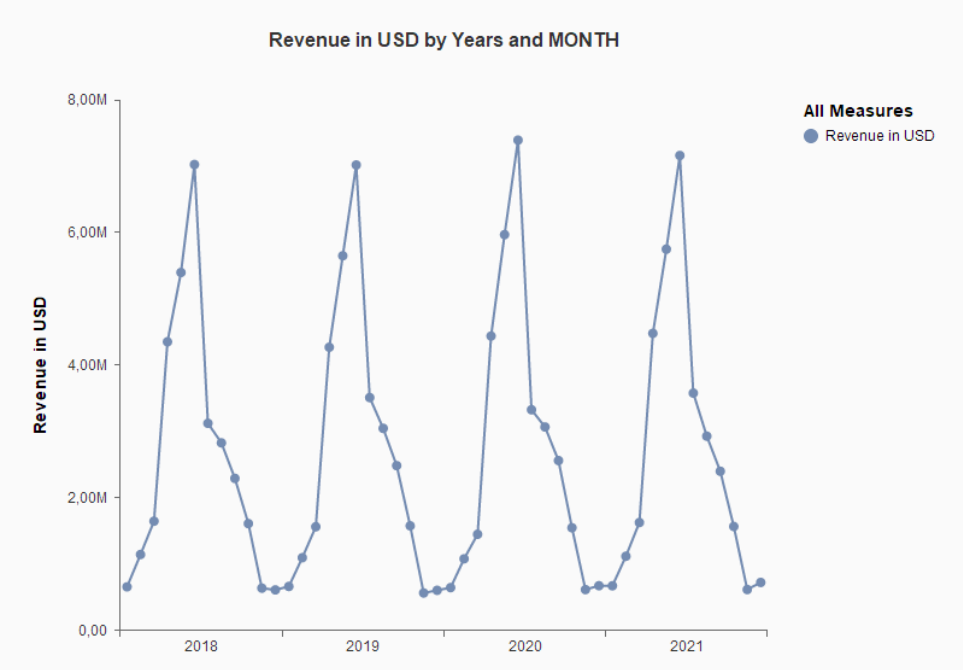


Net sales for each company increase month on month from January, reaching a peak in June, then begin to fall off rapidly, reaching the beginning of the year in November-December.

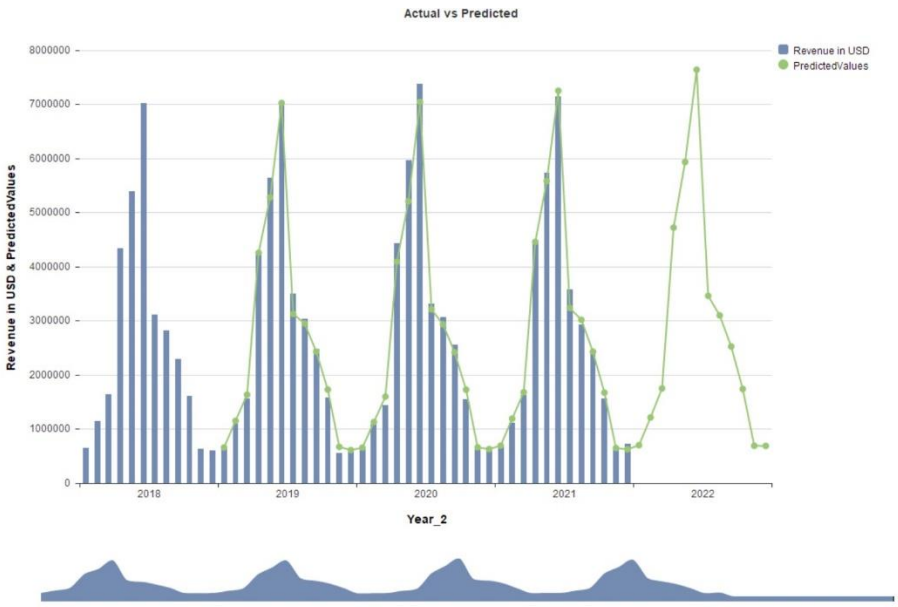
Question 10: List the top five days (date, customer and amount of revenue) of GBI's sales revenues during the four years period.



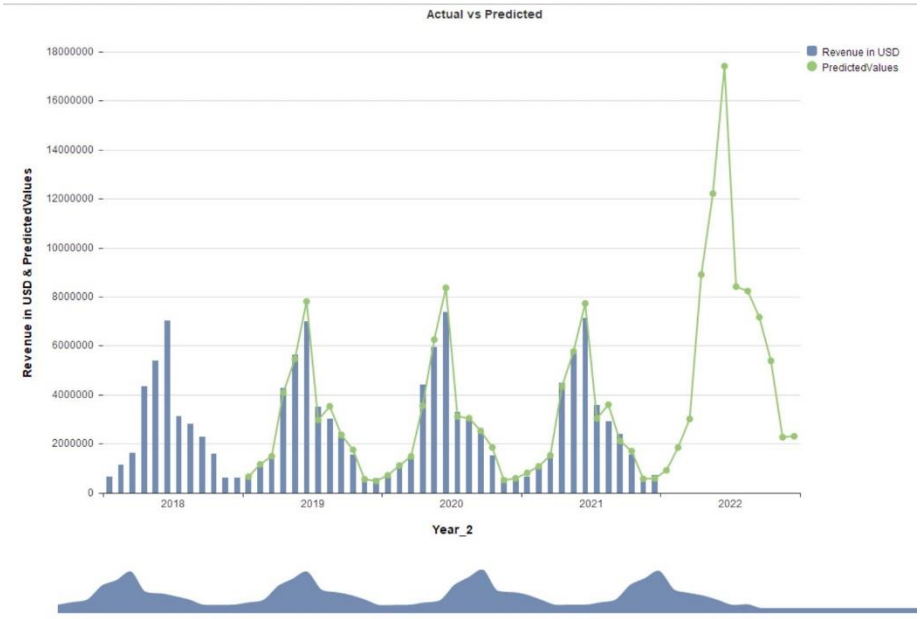
Question 11: How does your visualization look like?



Question 12: How does your forecast look like?



Question 13: How does your forecast look like now? Do you think the triple exponential smoothing was a good choice for this data? Why?



This triple exponential smoothing for time series forecasting was a good choice for this data, because our data Shows seasonal variations, needs a parameter to control the influence on the seasonal component.