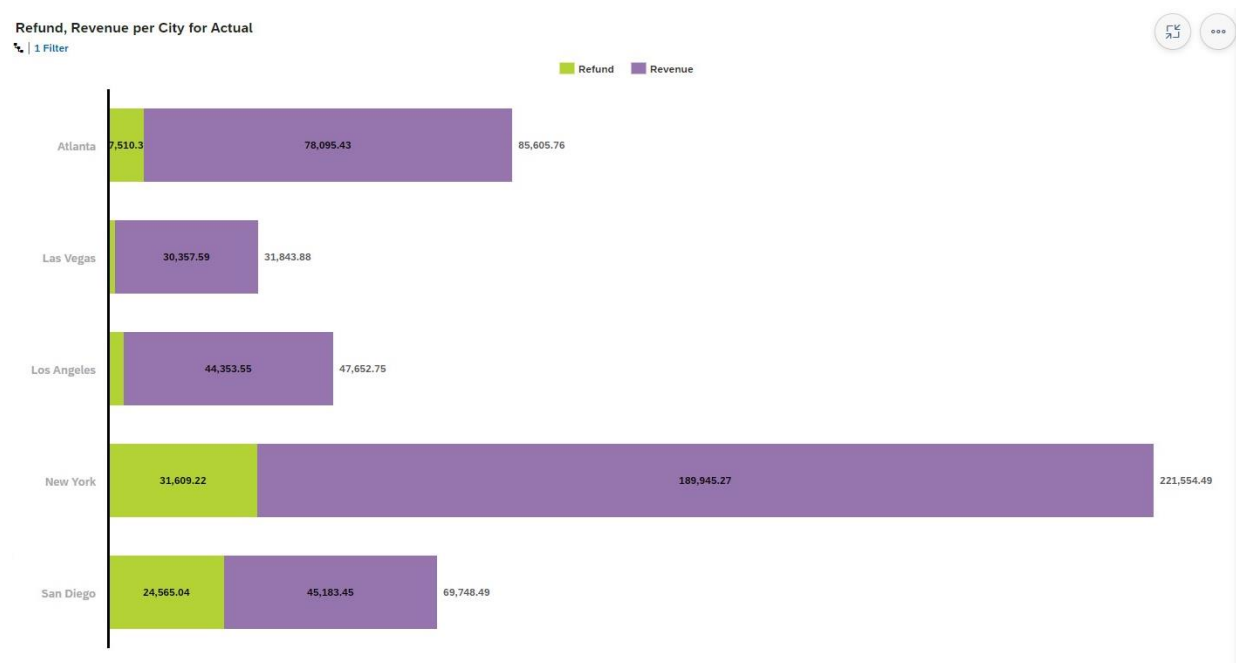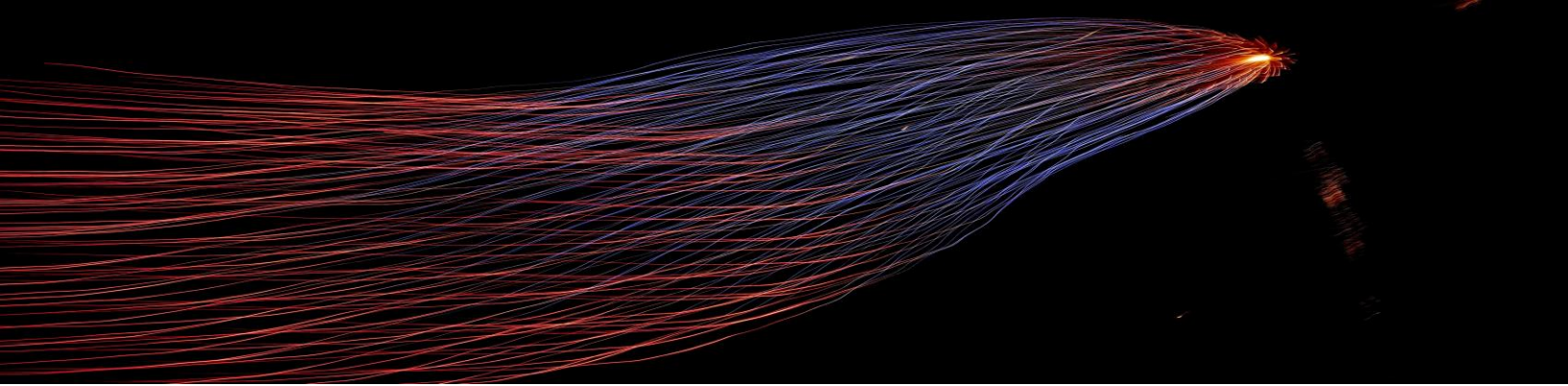# Task: Data Analysis

1A. In what city Fond Rouge loses the highest % revenue due to returns?
(United States)

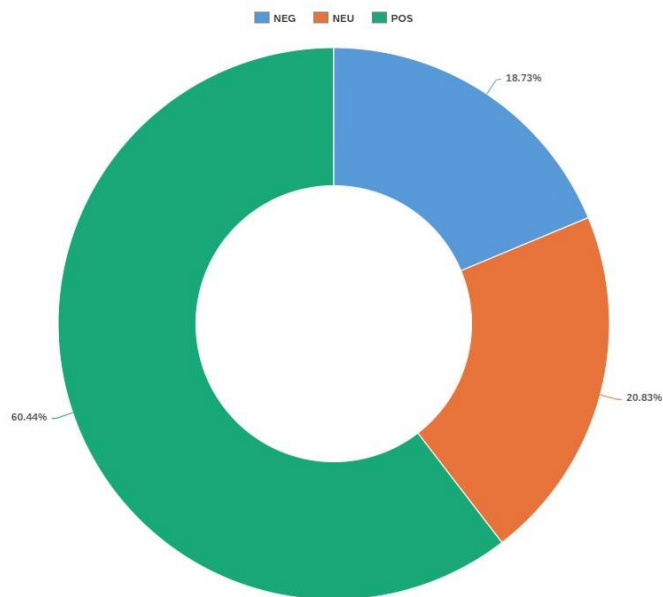**1B. Paste a screenshot of your Stacked Bar chart of Revenue & Refund per US city.**

Refund, Revenue per City for Actual
1 Filter

■ Refund ■ Revenue

City	Refund	Revenue	Total
Atlanta	7,510.3	78,095.43	85,605.76
Las Vegas		30,357.59	31,843.88
Los Angeles		44,353.55	47,652.75
New York	31,609.22	189,945.27	221,554.49
San Diego	24,565.04	45,183.45	69,748.49

2A. What is the % NEG Classifiers in the US?
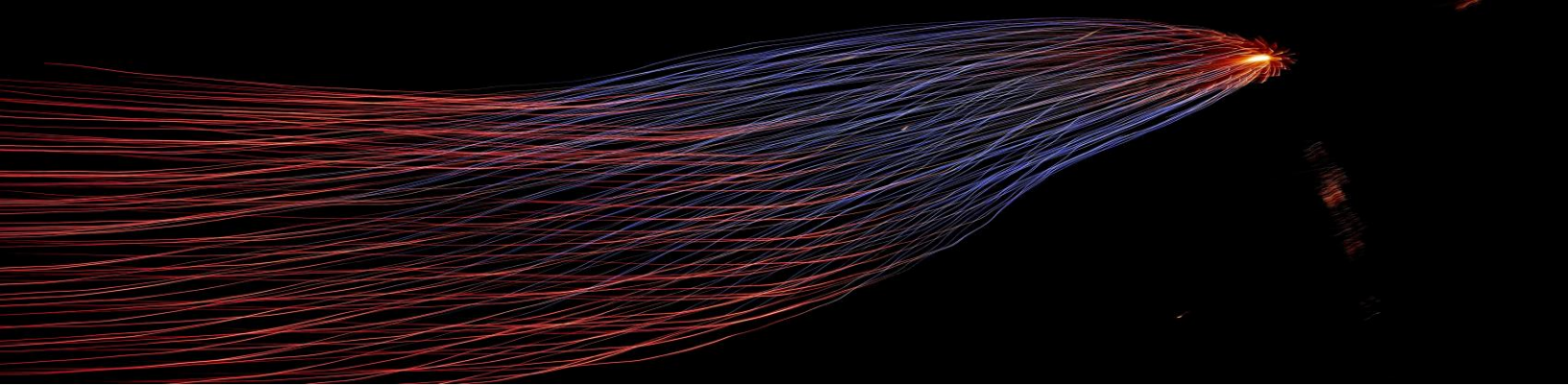(18.73%)

2B. Paste a screenshot of your Donut chart of Sentiment Class in the US

Sentiment per Class for Actual
1 Filter

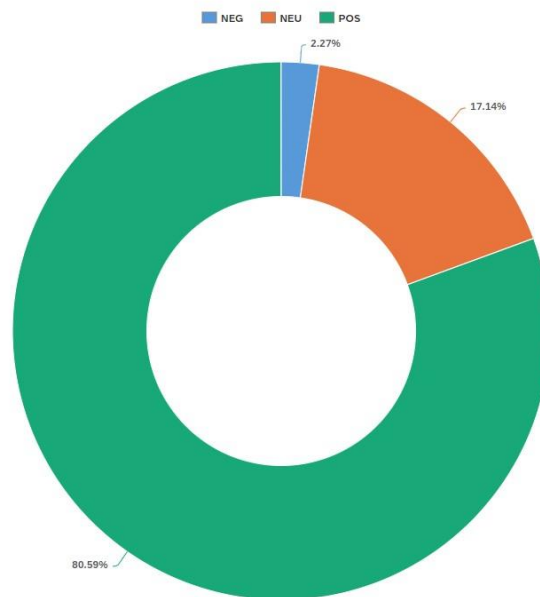NEG NEU POS

18.73%

20.83%

60.44%

3A. What is the % NEG Classifiers, Globally?
(2.27%)

3B. Paste a screenshot of your Donut chart of Sentiment Class, Globally.

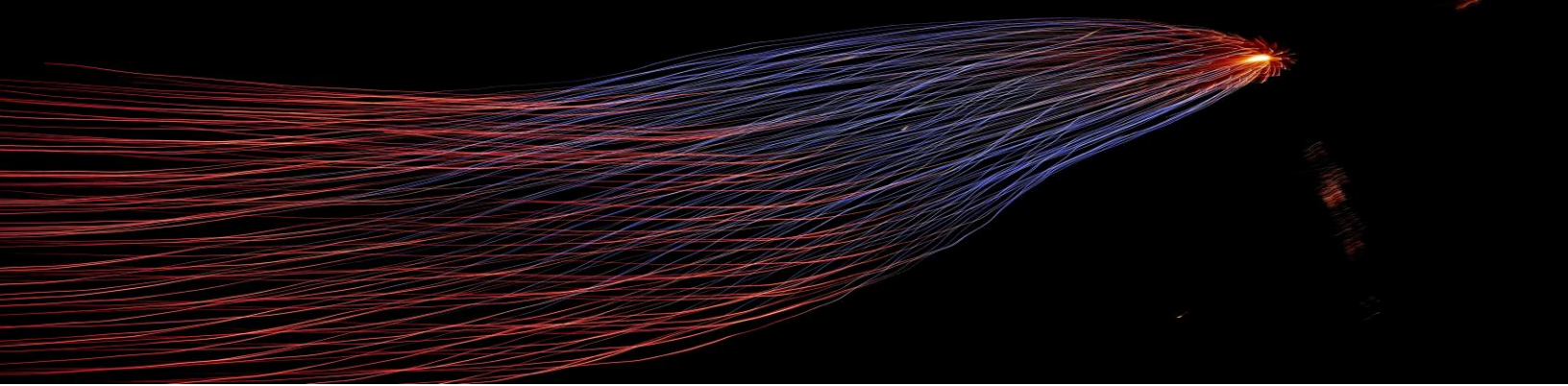Sentiment per Class for Actual

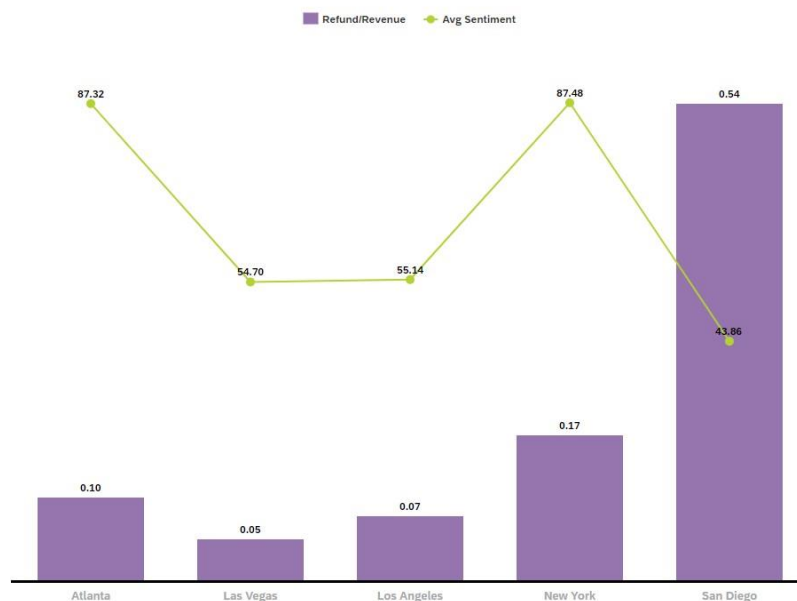**4A. List the locations where counterfeiting may be happening?**
(Hint: look for cities where the returns are lower than 20%, but the Sentiment is low (under 65))

United States (San Diego; Las Vegas; Los Angeles)

4B. Paste a screenshot of your Column & Line chart of Refund/Revenue & Avg Sentiment per US city.

Avg Sentiment, Refund/Revenue per City for Actual

Legend: ■ Refund/Revenue ◆ Avg Sentiment

Data points (Avg Sentiment): Atlanta 87.32, Las Vegas 54.70, Los Angeles 55.14, New York 87.48, San Diego 43.86

Data points (Refund/Revenue): Atlanta 0.10, Las Vegas 0.05, Los Angeles 0.07, New York 0.17, San Diego 0.54

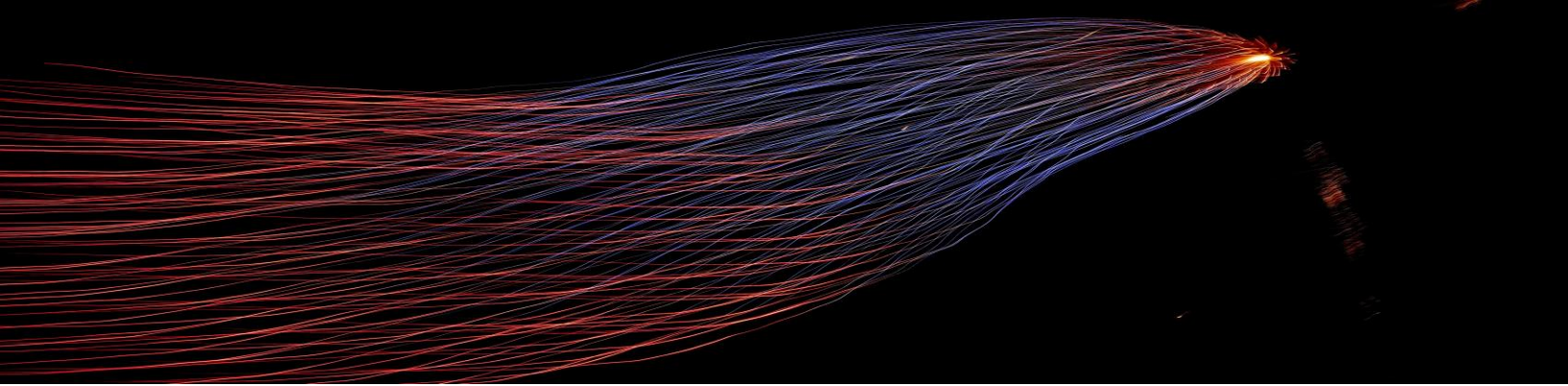**5. Does Fond Rouge have a problem in all of its American locations? How can you tell?**

Yes:

a) Overall, the United States shows a higher Refund-to-Revenue ratio (though still below the 20% threshold) and lower average sentiment (though not below 65), compared to other countries.

b) While San Diego exceeds the Refund-to-Revenue threshold at 0.54 and has the lowest sentiment score (43.86) among the five cities, Las Vegas and Los Angeles also have sentiment scores below 65. This indicates that most American locations have issues, raising possible concerns across multiple sites.

6. Is counterfeit the only problem that's observable in Fond Rouge's data for its US operation? Why?

No:

In the U.S., San Diego exceeds the Refund-to-Revenue threshold and has the lowest sentiment score, while Las Vegas and Los Angeles show sentiment scores below 65. While the issues in Las Vegas and Los Angeles may be linked to counterfeiting, as both have Refund-to-Revenue ratios below 20% with low sentiment, San Diego likely faces additional challenges beyond counterfeiting. Factors such as marketing, sales strategy, and store locations should be considered across all U.S. locations.

7. Paste a screenshot of your GeoMap (Bubble Layer) of Location, Avg Sentiment, Revenue.

Location (Revenue) & Location (Avg Sentiment)
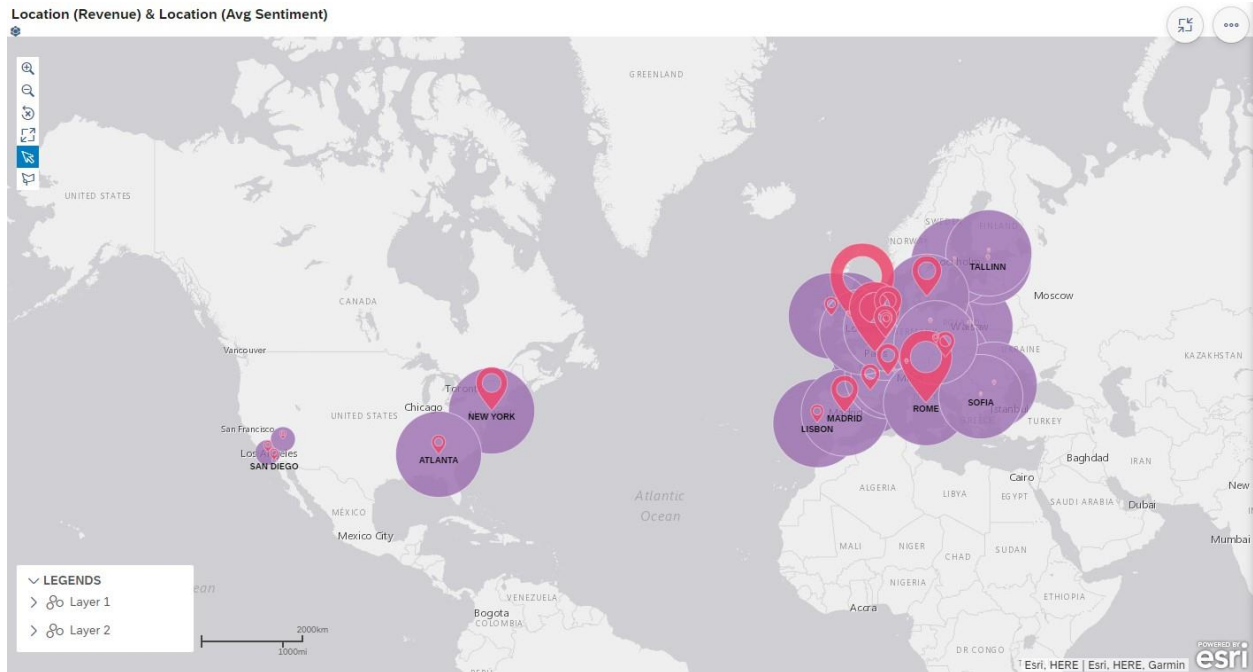
8. Paste the login url for your SAP Analytics Cloud tenant.
(If you are logged in SAC – just copy & paste your browser url, no matter where in SAC you currently are)

Link: https://basic-trial-sac-eu10.cfapps.eu10.hana.ondemand.com/sap/fpa/ui/app.html#/story&/s/E298078412A7BCA52A23DBAE8368A446/?isInternal=true&mode=edit