

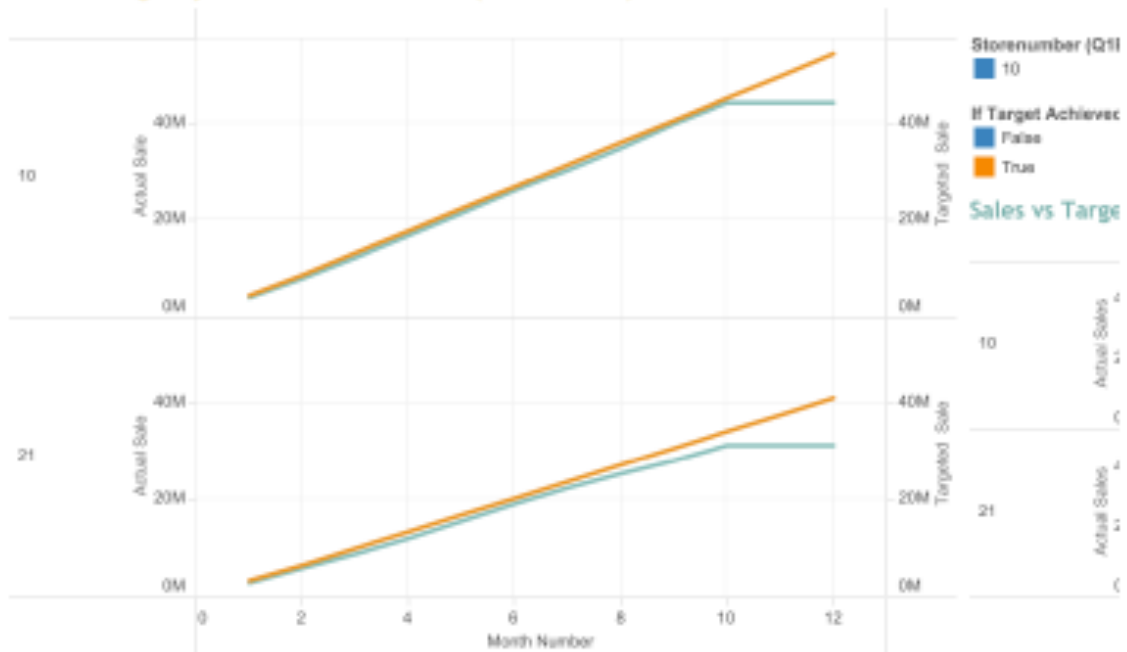
IMT 577: Dashboard Visualization

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I am submitting this pdf file due to some technical glitch in my account and no further access to snowflake. I did submit my visualizations on time but due to following reasons it was not able to show my work. So here I am submitting my work for question 1, 2, 3, and 4 by answering what I did in every dashboard. I hope I get deserved marks as I have worked hard towards the submission and creation of dashboard. Also, please refer to my team-mate dashboard as we have almost created the similar dashboards by swapping the content after division of labor.

Q1

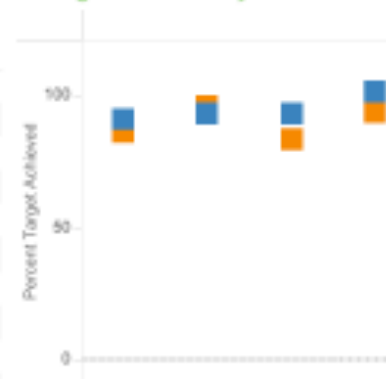
Sales vs Target by Store Number for 2014 (Cumulative)



Whether target achieved? (monthly)

	Storenumber (Q1B)	
	10	21
January	False	False
February	False	False
March	False	False
April	True	False
May	False	True
June	True	True
July	False	False
August	False	False
September	True	False

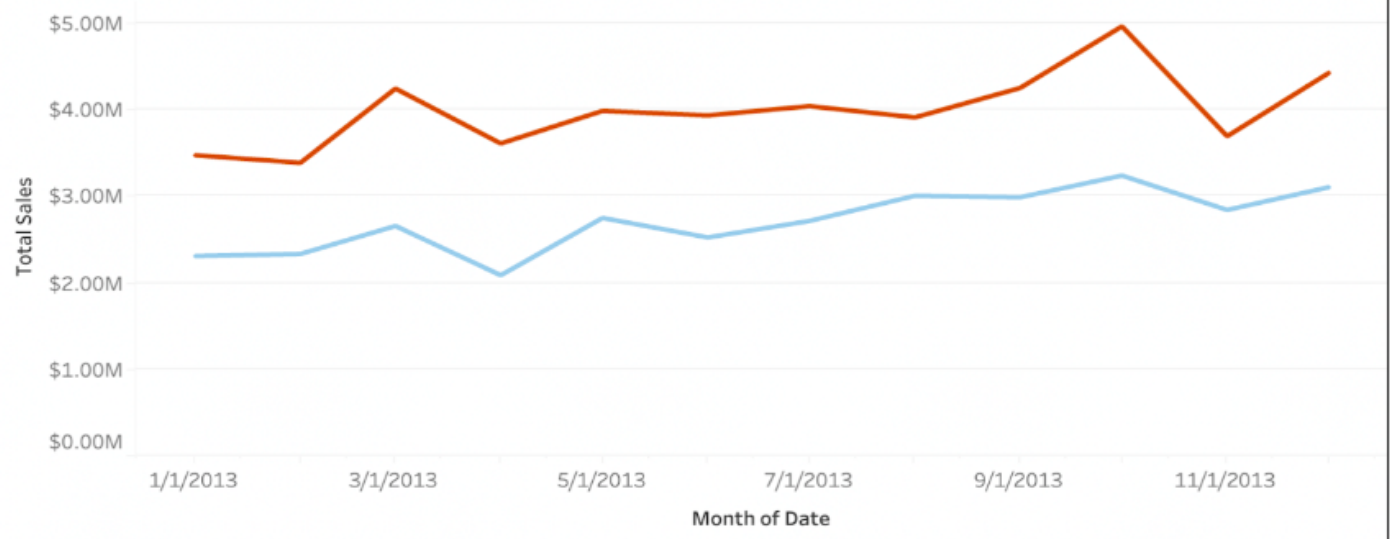
% Target achieved by month



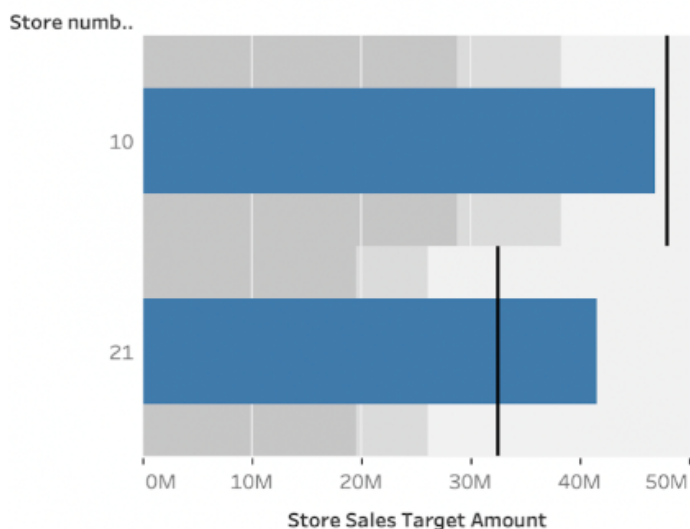
Question 1 is explaining the cumulative and non-cumulative sales for the year 2014. We also have shown whether the store was able to achieve the target monthly wise. Along with that I am also trying to explain what percentage target is achieved to answer out question 1. I think this is a nice evenly distributed graph that answers question 1 perfectly.

Q2

Store-wise Sales

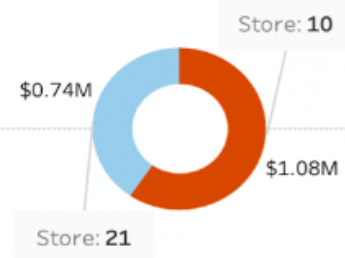


Store-wise Sales vs Target



Bonus Allocation

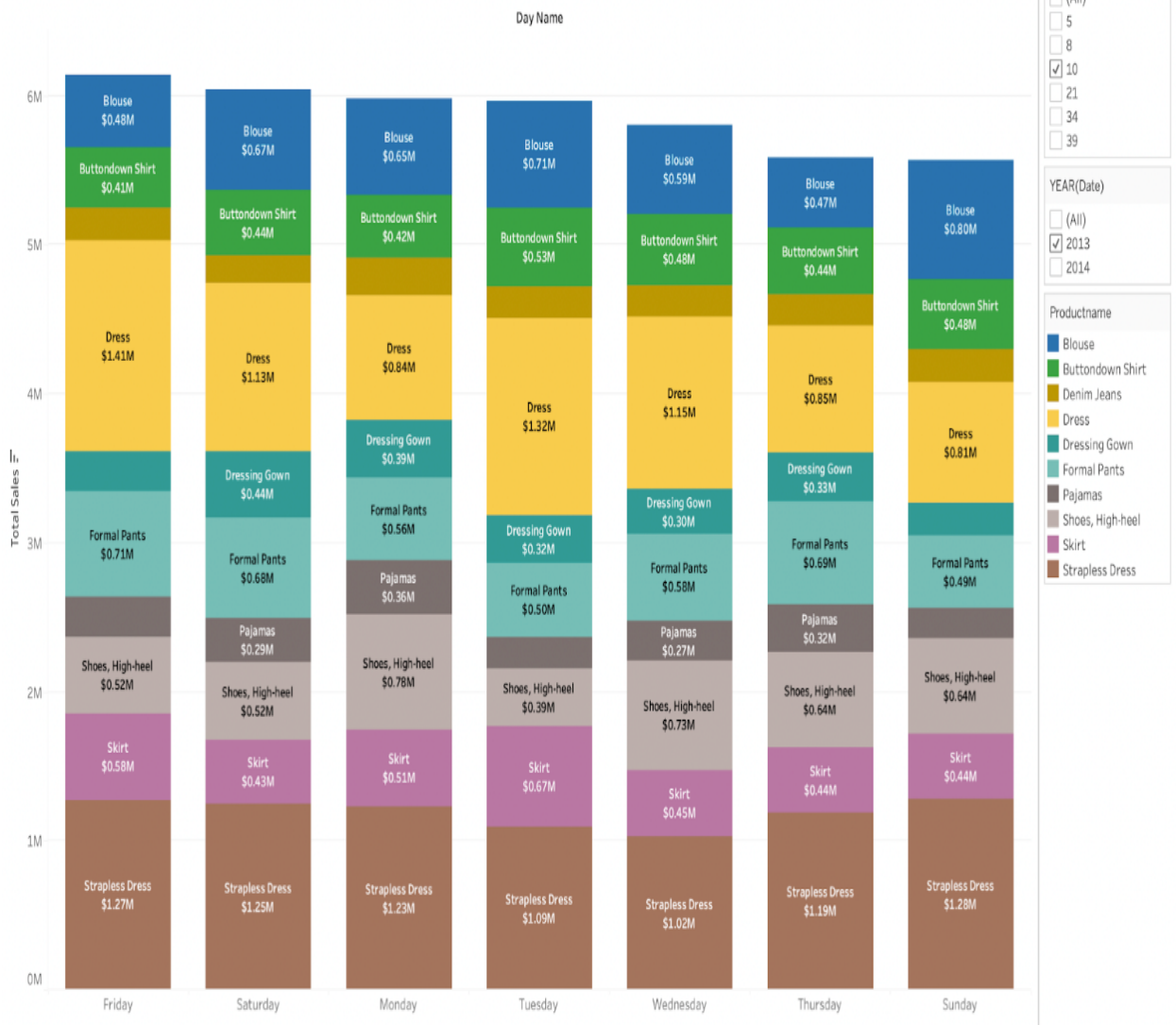
Total Bonus amount: \$2,000,000



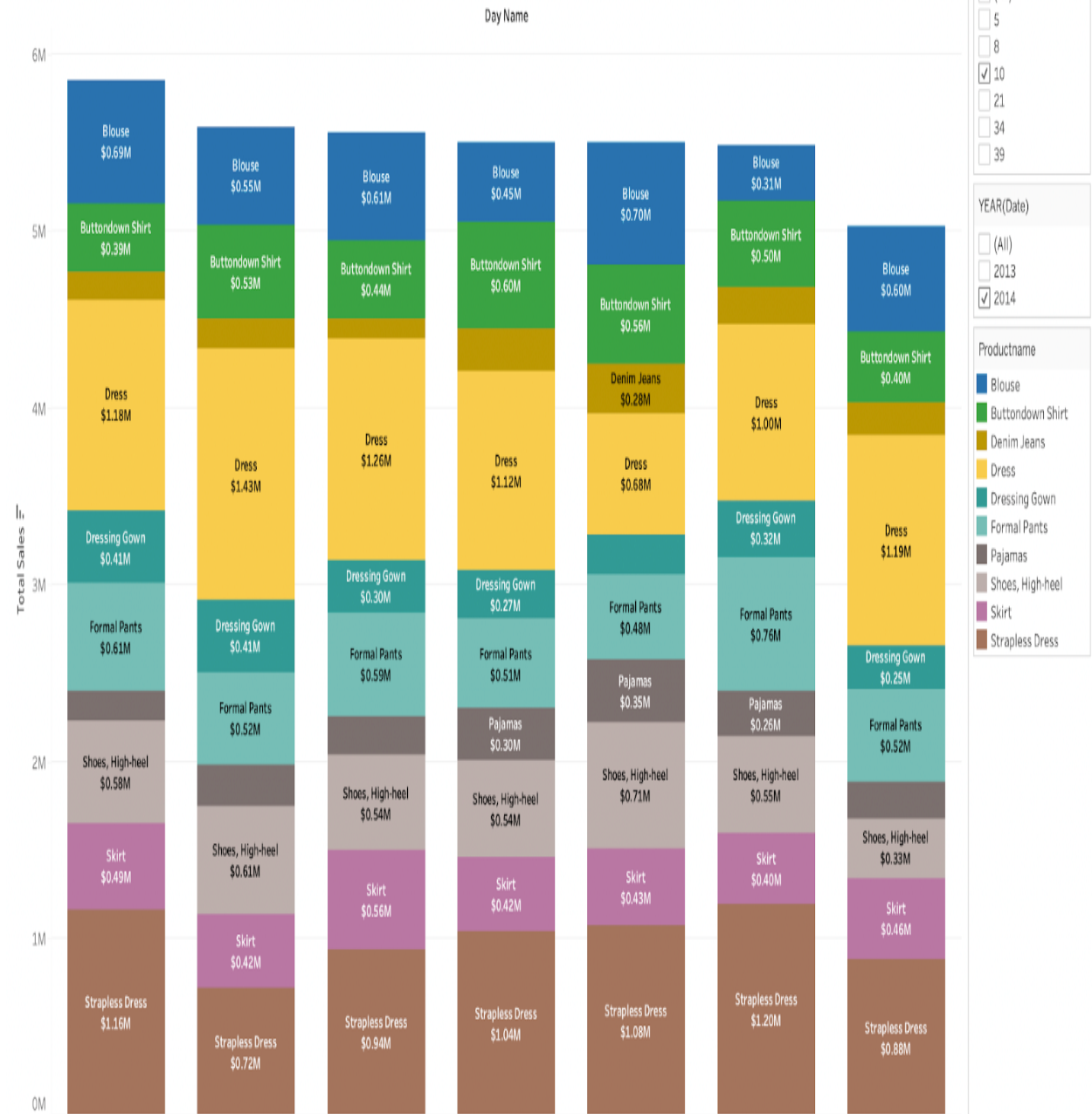
As you can see, we are showing sales vs target as required basis for answering the question 2. We are given the bonus pool of 2M and asked to divide based on their performance. Now we are focused for 2013 year as it has sales for whole year. Also, at last after the calculation we are providing bonus to each store based on their performance on profit making.

Q3

Weekly sales - Product Wise



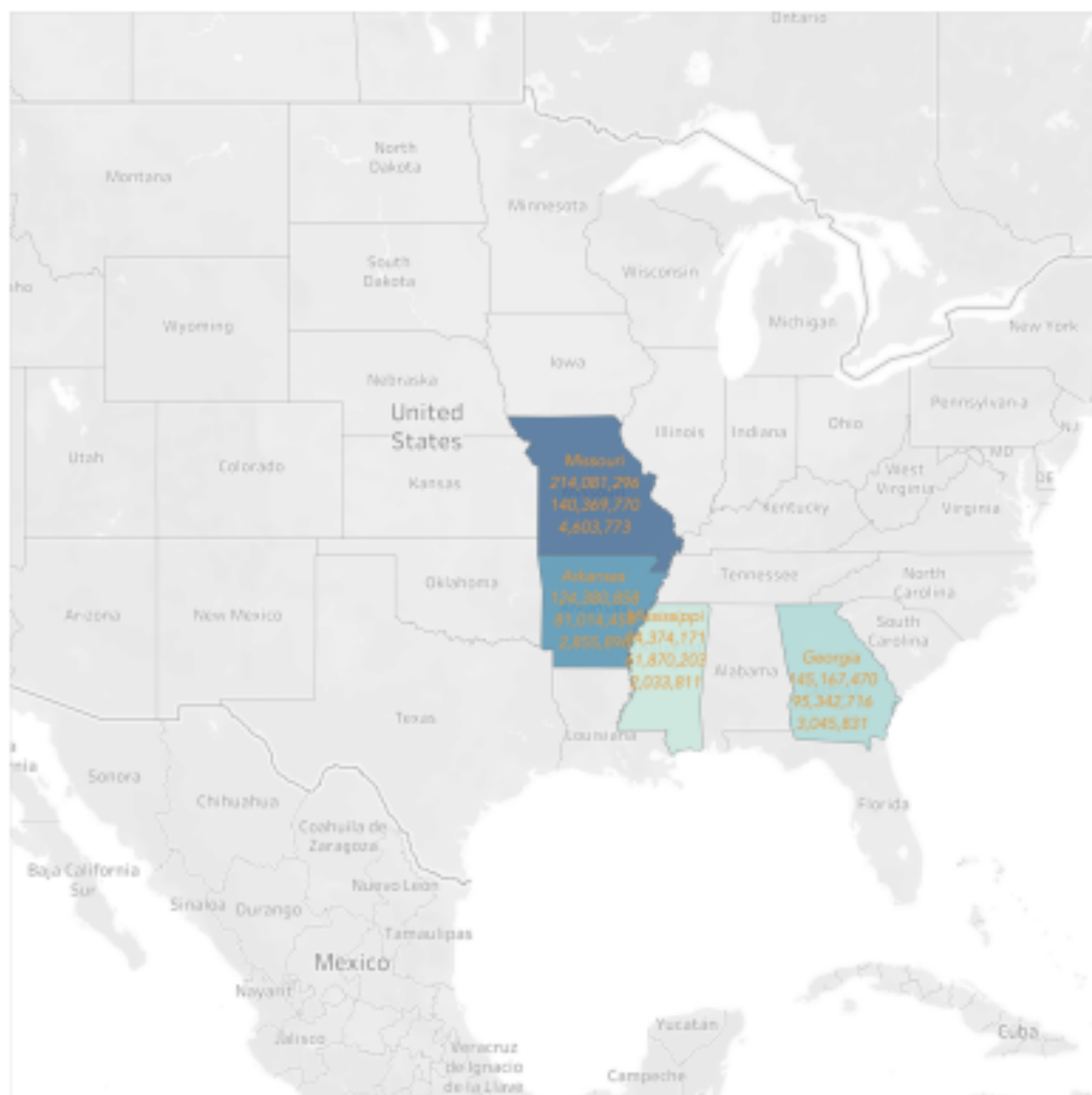
Weekly sales - Product Wise

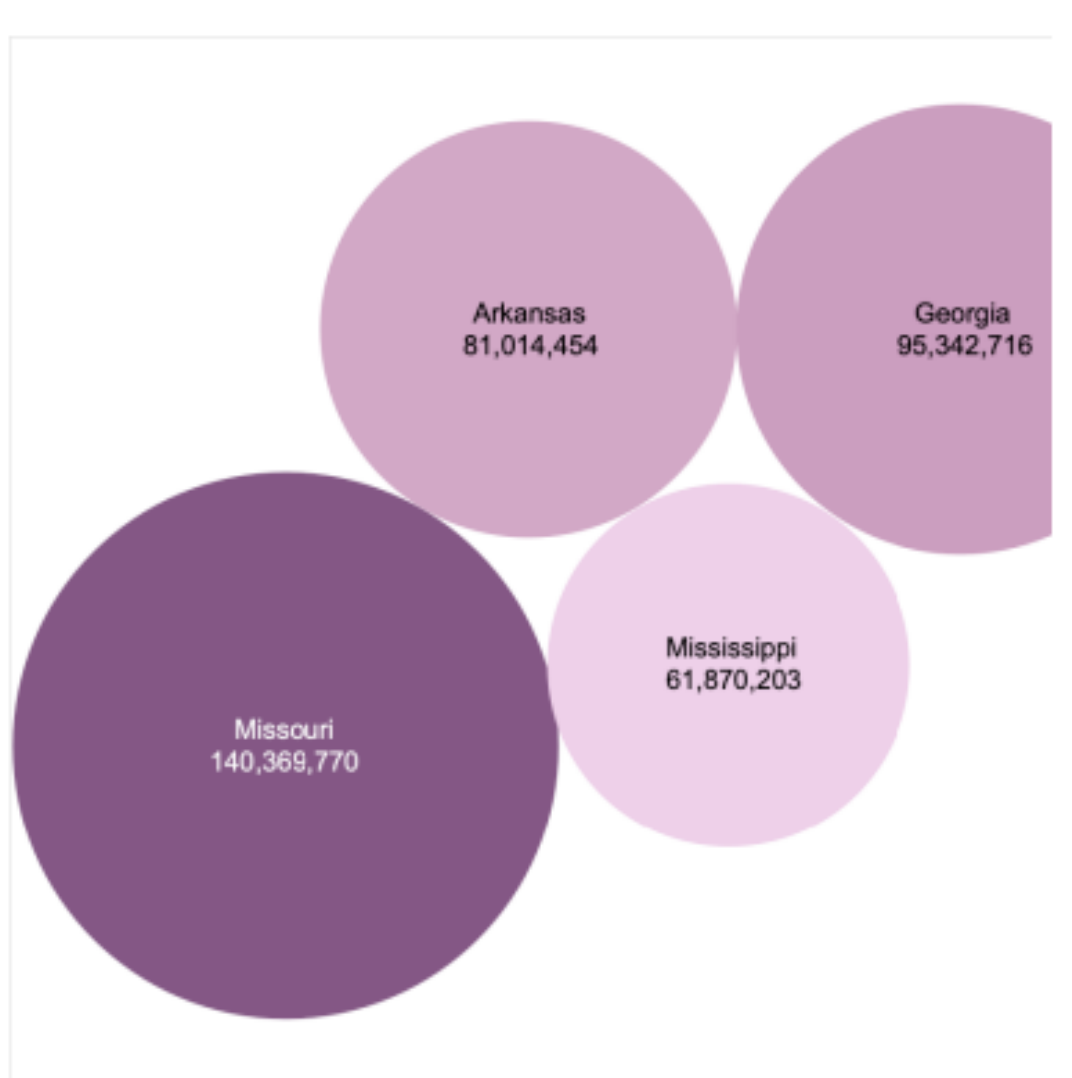


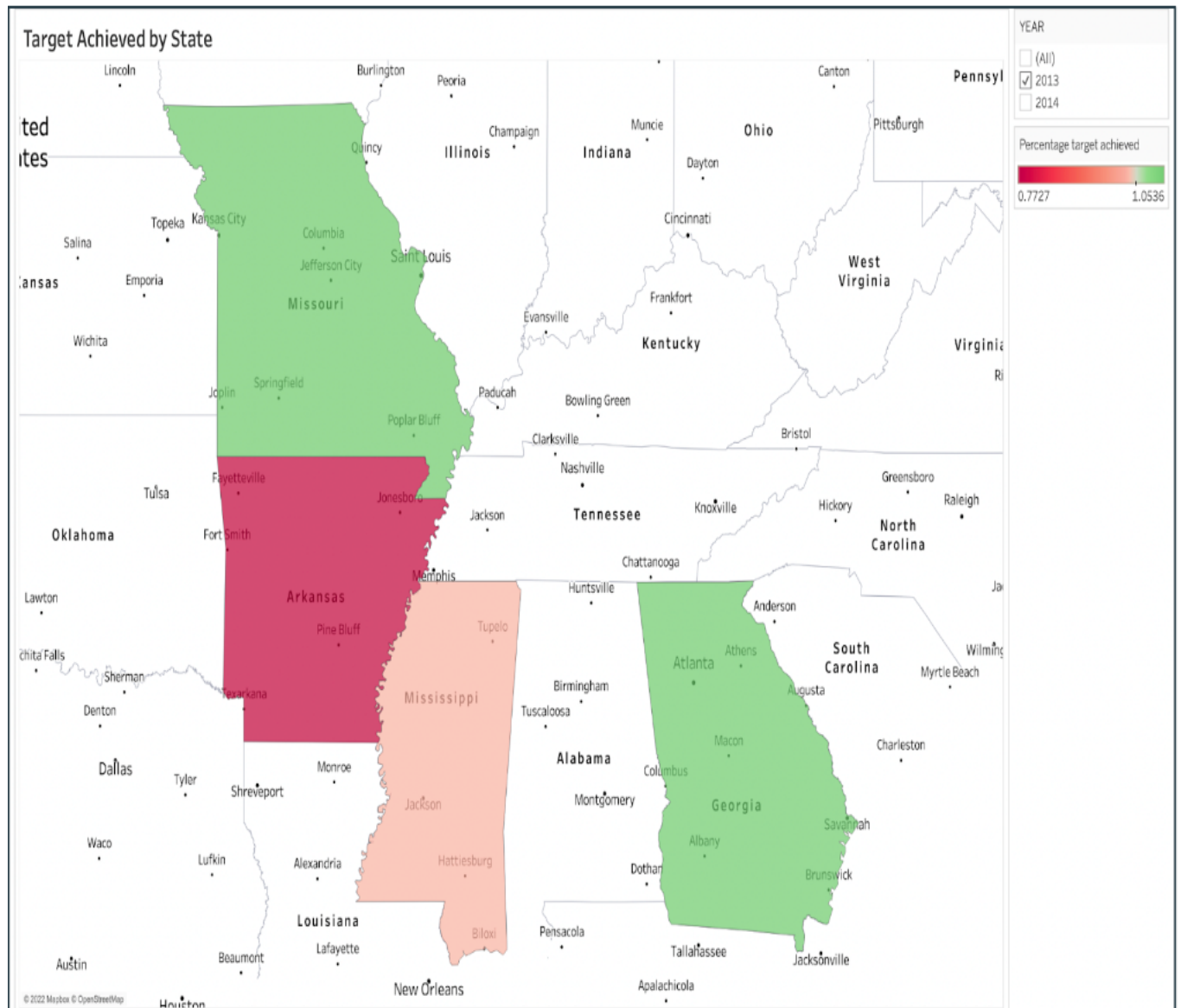


For question 3 we are providing sales product-wise and also on daily basis to have a deeper analysis and understanding of sales for year 2013 and 2014. We have shown the calculation how much a product has been sold over a year and what demand has it on a day of the week. Thus, this answers the questions perfectly.

Q4







For q 4 we have to analysis based on store performance in different state which should be kept open, and which one should be closed? There based on latitude and longitude graphs we are able to project product's sales, quantity, and profit. Also we have set a range were based on their annual sale to fall them into different section criteria.

I hope that all this answer your question regarding my visualization. I request sheetal and prof. Sean to please consider this and also refer the ppt shared as both represents my work and grade me.