

The 19th hole

Tienda de Golf

Tabla de datos (Golf clubs)

Mes	Precio de venta	Demanda [cientos]
1	\$ 450.0	45
2	\$ 300.0	103
3	\$ 440.0	49
4	\$ 360.0	86
5	\$ 290.0	125
6	\$ 450.0	52
7	\$ 340.0	87
8	\$ 370.0	68
9	\$ 500.0	45
10	\$ 490.0	44
11	\$ 430.0	58
12	\$ 390.0	68

Modelo de negocio

Costo unitario:	\$ 250.0	(por set de palos)
Precio de venta:	\$ 450.0	(múltiplo de 10)
Demandada (00s):	50.80	(predichas con modelo)
Demandada:	5,080	Potencial)
Costo total:	\$ 1,269,979.53	
Venta total:	\$ 2,285,963.15	
Ganancias:	\$ 1,015,983.62	

Con el ajuste de tendencia de los datos de Demanda en función del Precio de venta, se puede predecir la demanda de un producto con un precio de venta en expectativa.

Con esto se puede obtener un margen de ganancias en función del costo del producto.

Modelos de ajuste de datos

Modelo lineal:	$y = m x + b$
Ordenada (b):	211.3146745
Pendiente (m):	-0.354631205

Modelo potencial:	$y = a x^b$
Coeficiente (a):	5,871,064.20
Exponente (b):	-1.9082

Modelo exponencial:	$y = a \exp(b x)$
Coeficiente (a):	466.5101
Exponente (b):	-0.0049

Modelo parabólico:	$y = a x^2 + b x + c$
Térn. Cuadrático (a):	0.0015
Térn. Lineal (b):	-1.5468
Térn. Independiente (c):	439.5064

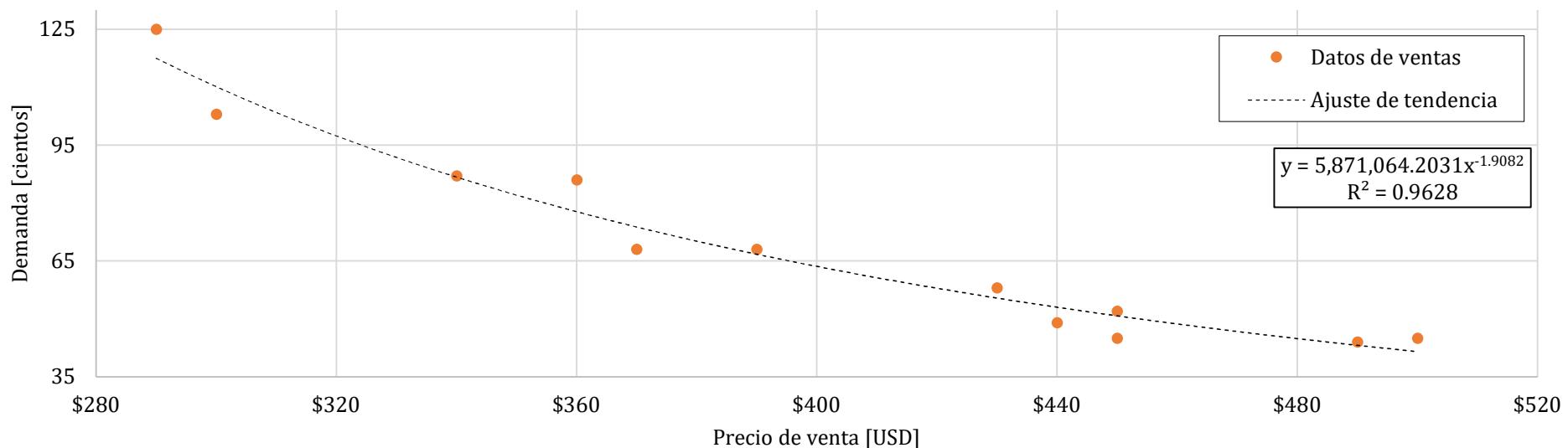
Forecasting

Datos reales		Predicciones			
Precio	Demanda	Lineal	Potencial	Exponencial	Parabólico
450	45	51.7	50.8	51.4	47.2
300	103	104.9	110.1	107.3	110.5
440	49	55.3	53.0	54.0	49.3
360	86	83.6	77.8	79.9	77.1
290	125	108.5	117.5	112.6	117.1
450	52	51.7	50.8	51.4	47.2
340	87	90.7	86.7	88.2	87.0
370	68	80.1	73.8	76.1	72.5
500	45	34.0	41.5	40.3	41.1
490	44	37.5	43.2	42.3	41.7
430	58	58.8	55.4	56.7	51.7
390	68	73.0	66.7	69.0	64.4

Evaluación de modelos por MAPE

Demanda	Lineal	Potencial	Exponencial	Parabólico
45	15.0%	12.9%	14.3%	4.9%
103	1.9%	6.9%	4.1%	7.2%
49	12.8%	8.2%	10.2%	0.6%
86	2.7%	9.6%	7.0%	10.4%
125	13.2%	6.0%	9.9%	6.3%
52	0.5%	2.3%	1.1%	9.2%
87	4.3%	0.3%	1.3%	0.0%
68	17.8%	8.5%	11.9%	6.7%
45	24.4%	7.7%	10.5%	8.7%
44	14.7%	1.9%	3.9%	5.2%
58	1.4%	4.5%	2.2%	10.8%
68	7.4%	1.8%	1.5%	5.3%
Promedio:	9.7%	5.9%	6.5%	6.3%

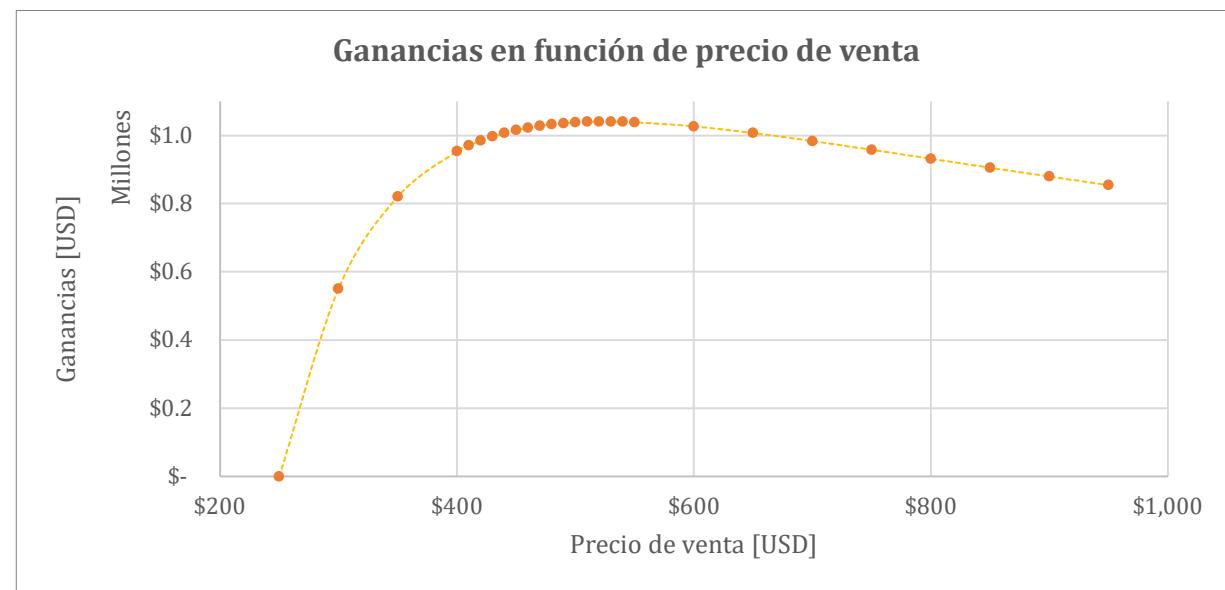
Demanda en función del precio



Investigación de maximización de ganancias con precios de venta y costos de producción variables

Precio de venta variable		Costo unitario de fabricación													
		\$	250	\$	300	\$	350	\$	400	\$	450	\$	500	\$	550
\$ 250	\$ -	\$ 250	\$ -	\$ 779,718	\$ -	\$ 1,559,437	\$ -	\$ 2,339,155	\$ -	\$ 3,118,873	\$ -	\$ 3,898,591	\$ -	\$ 4,678,310	
\$ 300	\$ 550,609.95	\$ 300	\$ 550,610	\$ -	\$ 550,610	\$ -	\$ 1,101,220	\$ -	\$ 1,651,830	\$ -	\$ 2,202,440	\$ -	\$ 2,753,050		
\$ 350	\$ 820,589.94	\$ 350	\$ 820,590	\$ 410,295	\$ -	\$ 410,295	\$ -	\$ 820,590	\$ -	\$ 1,230,885	\$ -	\$ 1,641,180			
\$ 400	\$ 954,019.42	\$ 400	\$ 954,019	\$ 636,013	\$ 318,006	\$ -	\$ 318,006	\$ -	\$ 636,013	\$ -	\$ 954,019				
\$ 410	\$ 970,784.11	\$ 410	\$ 970,784	\$ 667,414	\$ 364,044	\$ 60,674	\$ -	\$ 242,696	\$ -	\$ 546,066	\$ -	\$ 849,436			
\$ 420	\$ 985,102.58	\$ 420	\$ 985,103	\$ 695,367	\$ 405,630	\$ 115,894	\$ -	\$ 173,842	\$ -	\$ 463,578	\$ -	\$ 753,314			
\$ 430	\$ 997,251.80	\$ 430	\$ 997,252	\$ 720,237	\$ 443,223	\$ 166,209	\$ -	\$ 110,806	\$ -	\$ 387,820	\$ -	\$ 664,835			
\$ 440	\$ 1,007,474.43	\$ 440	\$ 1,007,474	\$ 742,350	\$ 477,225	\$ 212,100	\$ -	\$ 53,025	\$ -	\$ 318,150	\$ -	\$ 583,275			
\$ 450	\$ 1,015,983.62	\$ 450	\$ 1,015,984	\$ 761,988	\$ 507,992	\$ 253,996	\$ -	\$ 253,996	\$ -	\$ 507,992					
\$ 460	\$ 1,022,967.01	\$ 460	\$ 1,022,967	\$ 779,403	\$ 535,840	\$ 292,276	\$ 48,713	\$ -	\$ 194,851	\$ -	\$ 438,414				
\$ 470	\$ 1,028,590.19	\$ 470	\$ 1,028,590	\$ 794,820	\$ 561,049	\$ 327,279	\$ 93,508	\$ -	\$ 140,262	\$ -	\$ 374,033				
\$ 480	\$ 1,032,999.56	\$ 480	\$ 1,033,000	\$ 808,434	\$ 583,869	\$ 359,304	\$ 134,739	\$ -	\$ 89,826	\$ -	\$ 314,391				
\$ 490	\$ 1,036,324.85	\$ 490	\$ 1,036,325	\$ 820,424	\$ 604,523	\$ 388,622	\$ 172,721	\$ -	\$ 43,180	\$ -	\$ 259,081				
\$ 500	\$ 1,038,681.21	\$ 500	\$ 1,038,681	\$ 830,945	\$ 623,209	\$ 415,472	\$ 207,736	\$ -	\$ -	\$ -	\$ 207,736				
\$ 510	\$ 1,040,171.06	\$ 510	\$ 1,040,171	\$ 840,138	\$ 640,105	\$ 440,072	\$ 240,039	\$ 40,007	\$ -	\$ -	\$ 160,026				
\$ 520	\$ 1,040,885.63	\$ 520	\$ 1,040,886	\$ 848,129	\$ 655,372	\$ 462,616	\$ 269,859	\$ 77,103	\$ -	\$ -	\$ 115,654				
\$ 530	\$ 1,040,906.32	\$ 530	\$ 1,040,906	\$ 855,030	\$ 669,154	\$ 483,278	\$ 297,402	\$ 111,526	\$ -	\$ -	\$ 74,350				
\$ 540	\$ 1,040,305.88	\$ 540	\$ 1,040,306	\$ 860,943	\$ 681,580	\$ 502,217	\$ 322,854	\$ 143,490	\$ -	\$ -	\$ 35,873				
\$ 550	\$ 1,039,149.42	\$ 550	\$ 1,039,149	\$ 865,958	\$ 692,766	\$ 519,575	\$ 346,383	\$ 173,192	\$ -	\$ -	\$ -				
\$ 600	\$ 1,026,872.82	\$ 600	\$ 1,026,873	\$ 880,177	\$ 733,481	\$ 586,784	\$ 440,088	\$ 293,392	\$ -	\$ -	\$ 146,696				
\$ 650	\$ 1,007,338.78	\$ 650	\$ 1,007,339	\$ 881,421	\$ 755,504	\$ 629,587	\$ 503,669	\$ 377,752	\$ -	\$ -	\$ 251,835				
\$ 700	\$ 983,814.60	\$ 700	\$ 983,815	\$ 874,502	\$ 765,189	\$ 655,876	\$ 546,564	\$ 437,251	\$ -	\$ -	\$ 327,938				
\$ 750	\$ 958,285.53	\$ 750	\$ 958,286	\$ 862,457	\$ 766,628	\$ 670,800	\$ 574,971	\$ 479,143	\$ -	\$ -	\$ 383,314				
\$ 800	\$ 931,972.73	\$ 800	\$ 931,973	\$ 847,248	\$ 762,523	\$ 677,798	\$ 593,074	\$ 508,349	\$ -	\$ -	\$ 423,624				
\$ 850	\$ 905,630.18	\$ 850	\$ 905,630	\$ 830,161	\$ 754,692	\$ 679,223	\$ 603,753	\$ 528,284	\$ -	\$ -	\$ 452,815				
\$ 900	\$ 879,720.33	\$ 900	\$ 879,720	\$ 812,050	\$ 744,379	\$ 676,708	\$ 609,037	\$ 541,366	\$ -	\$ -	\$ 473,696				
\$ 950	\$ 854,520.89	\$ 950	\$ 854,521	\$ 793,484	\$ 732,446	\$ 671,409	\$ 610,372	\$ 549,335	\$ -	\$ -	\$ 488,298				

Investigación de maximización de ganancias con precios de venta y costos de producción variables



Reporte de finanzas (Sept13-Dec2014)

CHANNEL
PARTNERS

ENTERPRISE

GOVERNMENT

MIDMARKET

SMALL
BUSINESS

Suma de Profit

14.78 mill.

Total Units Sold

971.6 mil

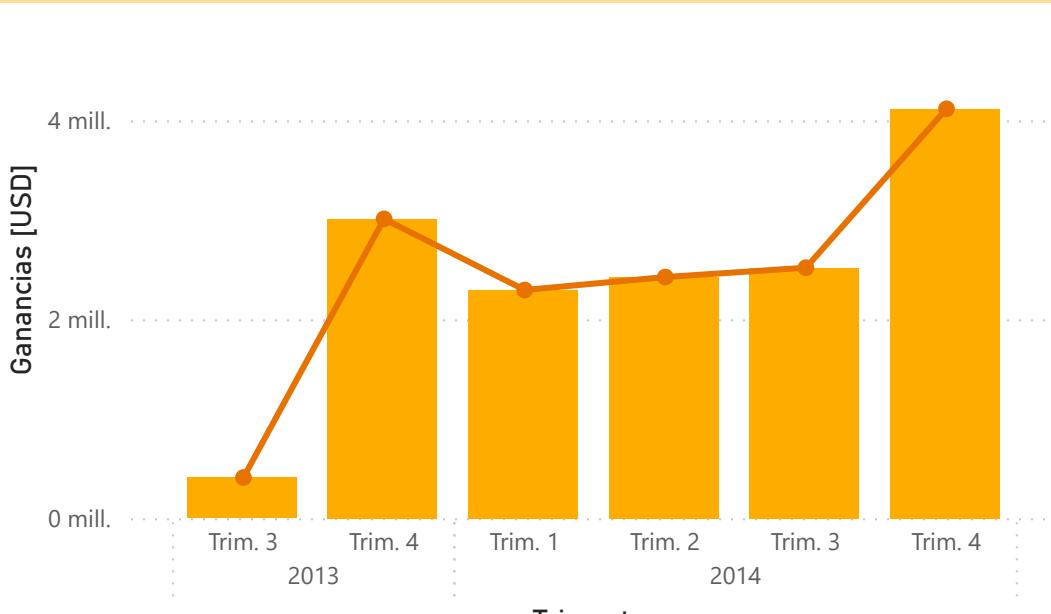
Tabla de Ventas, Costos y Ganancias por País

Country	Suma de Sales	Suma de COGS	Suma de Profit
France	20.827 mill.	17.507 mill.	3.320 mill.
Canada	22.176 mill.	18.968 mill.	3.207 mill.
Germany	19.939 mill.	16.818 mill.	3.121 mill.
Mexico	19.008 mill.	16.438 mill.	2.570 mill.
United States of America	21.386 mill.	18.825 mill.	2.561 mill.
Total	103.336 mill.	88.557 mill.	14.779 mill.

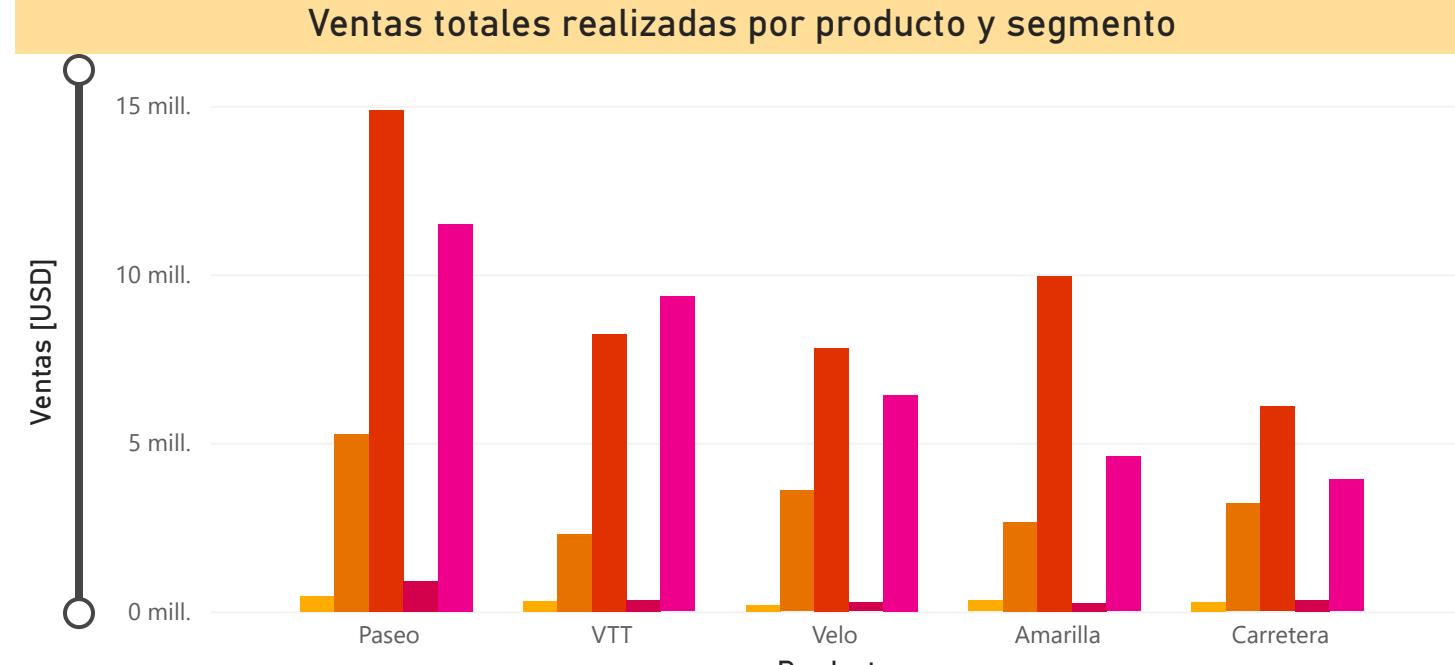
Localización de Ganancias por País



Ganancias totales en función del tiempo



Ventas totales realizadas por producto y segmento

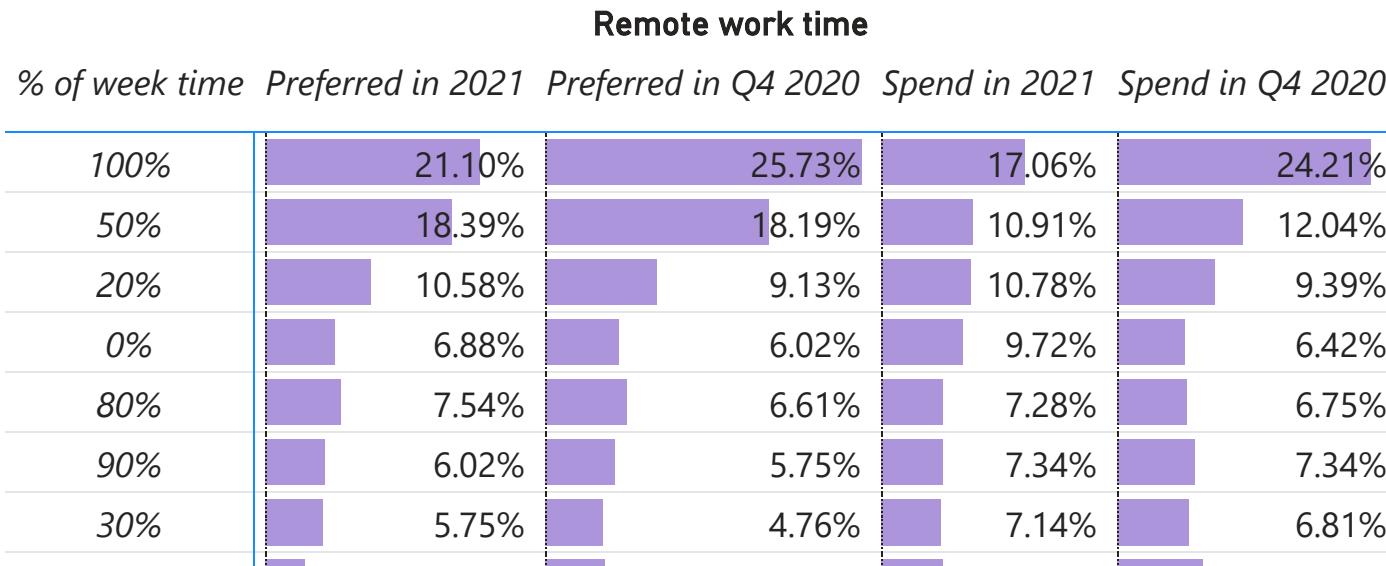


● Suma de Profit —● Suma de Profit

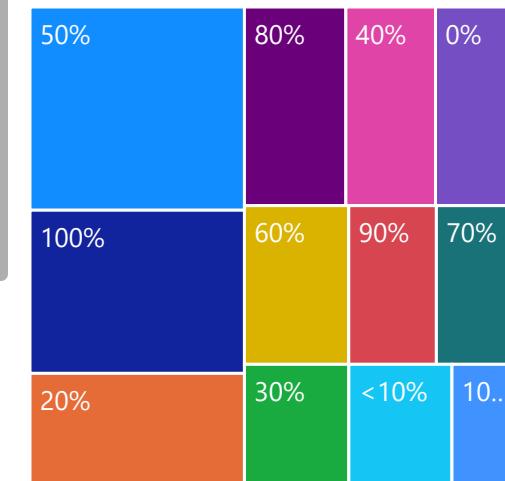
Segmento ● CHANNEL PARTNERS ● ENTERPRISE ● GOVERNMENT ● MIDMARKET ● SMALL BUSINESS

The COVID-19 influence at Work (2021)

Remote Work Time



Remote work time expectation after COVID-19



Organization employees

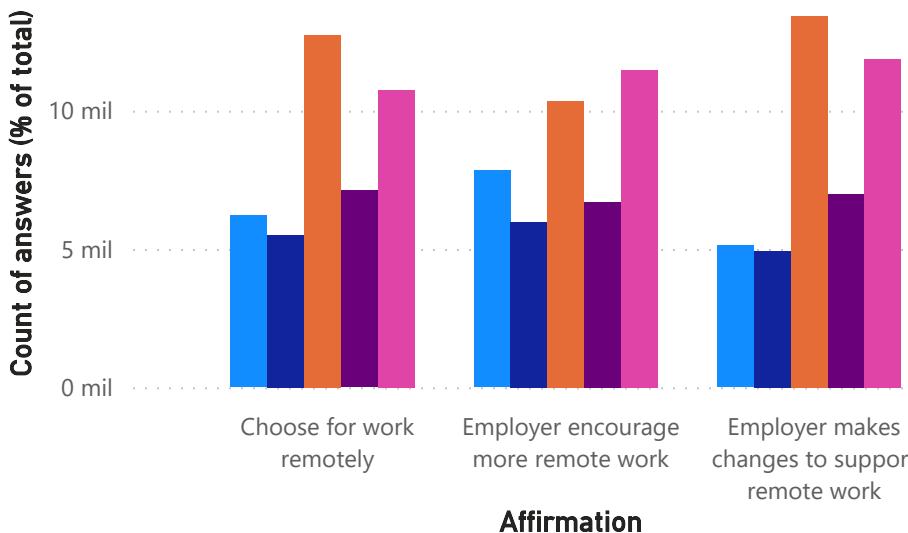
- Between 1 and 4
- Between 20 and 199
- Between 5 and 19
- I am a sole trader/owner-operator
- More than 200

Industry, Occupation

Todas

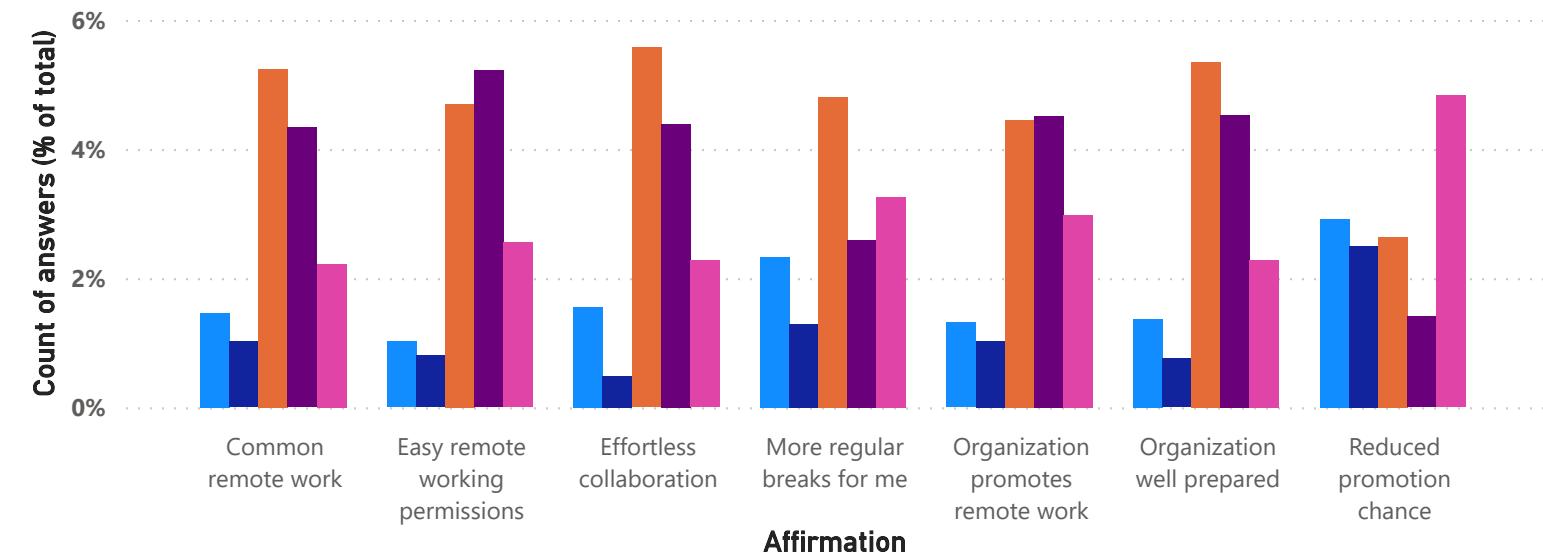
Employees expectations after COVID-19

Agree/Disagree ● - ● -- ● + ● ++ ● 0



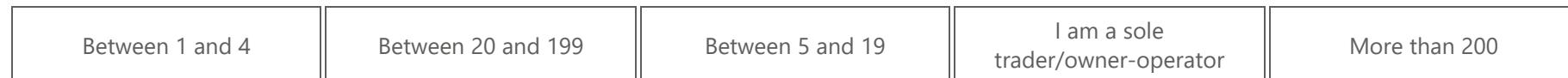
Employees answers about remote work in last 6 months

Agree/Disagree ● - ● -- ● + ● ++ ● 0



The COVID-19 influence at Work (2021) Employee's perspectives

Organization employees

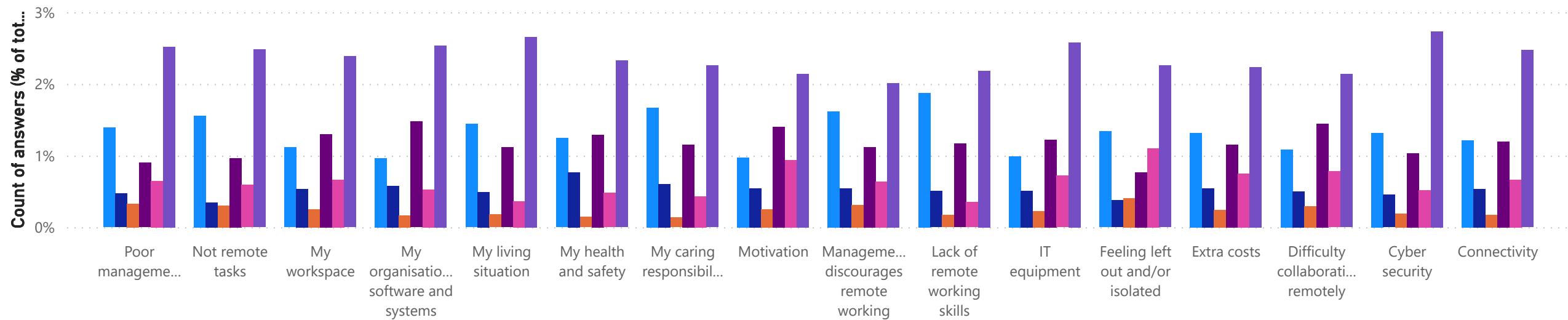


Industry, Current job tenure

Todas

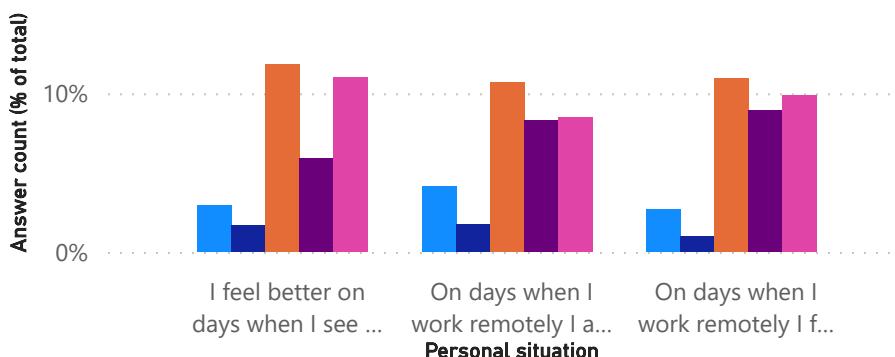
Barriers that can improve or worsened employee's remote work

Grade of improved ● Not a barrier for me ● Significantly improved ● Significantly worsened ● Somewhat improved ● Somewhat worsened ● Stayed about the same



Personal situations for employees

Agree/Disagree ● - ● - ● + ● ++ ● 0



Negotiate a cut salary for remote work?



19.10 %

Average of biggest cut to accept (%)

Barriers: Me at workplace and colleagues in remote work

Barriers	Biggest	Smallest
Connectivity/internet issues	46.34%	53.66%
Difficulty collaborating with remote colleagues	64.80%	35.20%
Difficulty innovating	48.09%	51.91%
Interruptions	55.89%	44.11%
Lack of appropriate work and meeting spaces	46.73%	53.27%

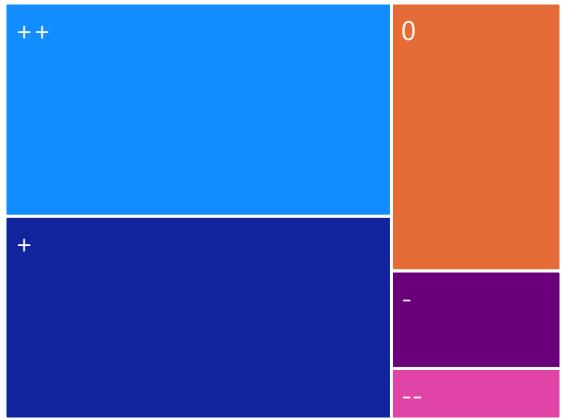
The COVID-19 influence at Work (2021)

Organization's Policies & Arrangements

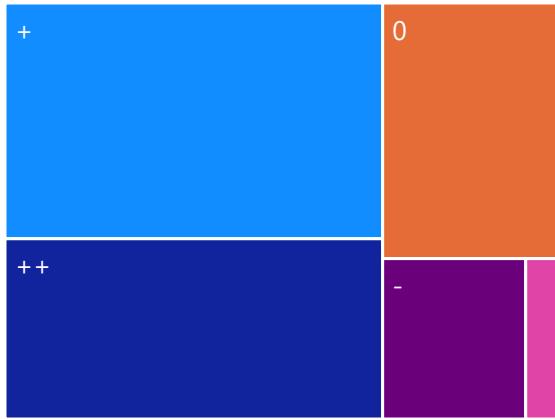
Industry, Occupation

Todas

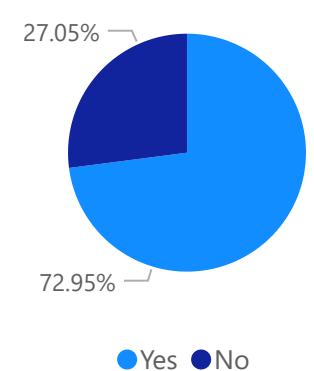
You feel good with your Remote-Work Policy



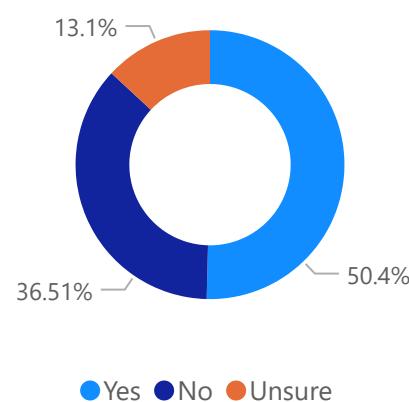
Remote working is good for your employer



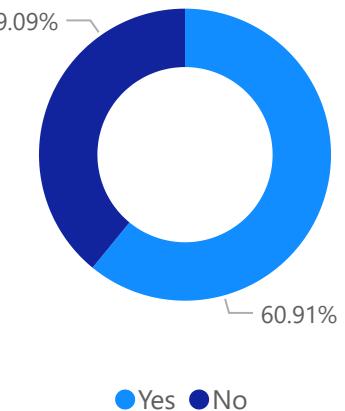
Did the organization change or update its remote working policy?



Must be at workplace sometimes

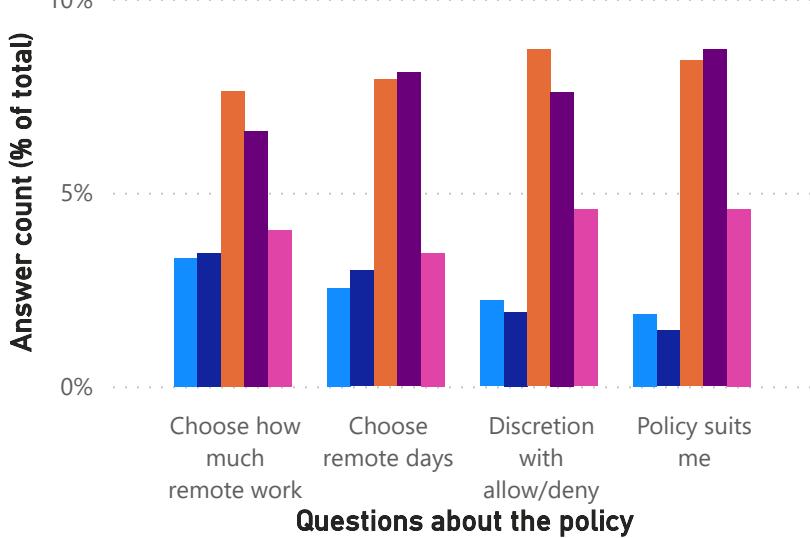


Hibrid Work

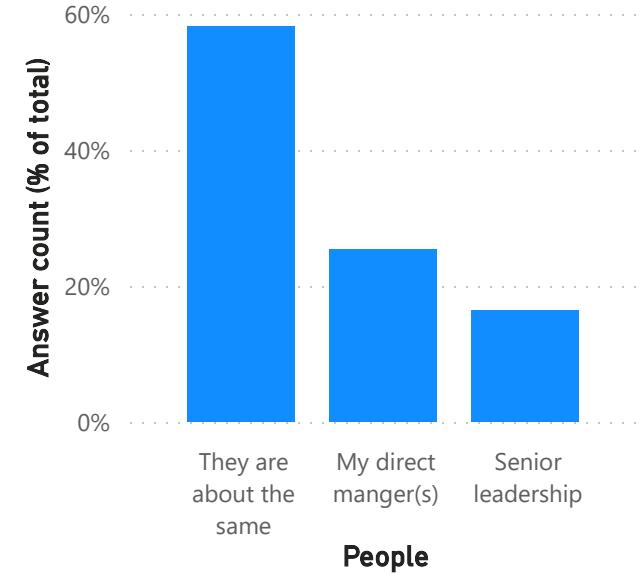


Employer's Policy on Remote Working

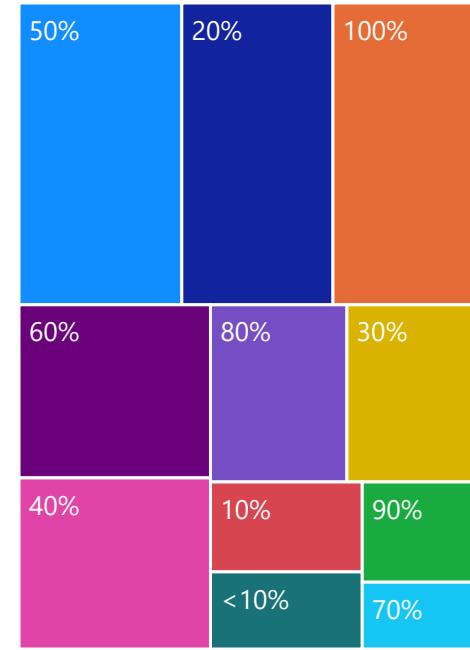
Agree/Disagree ● - ● -- ● + ● ++ ● 0



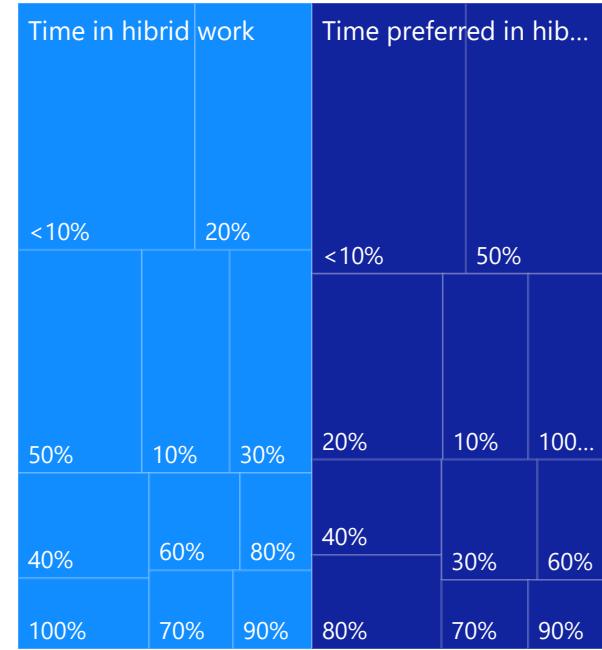
Most supportive person in my organization



Spend time in be at workplace



Spend time in Hibrid Work



Tablero de Ventas

239.53 mil

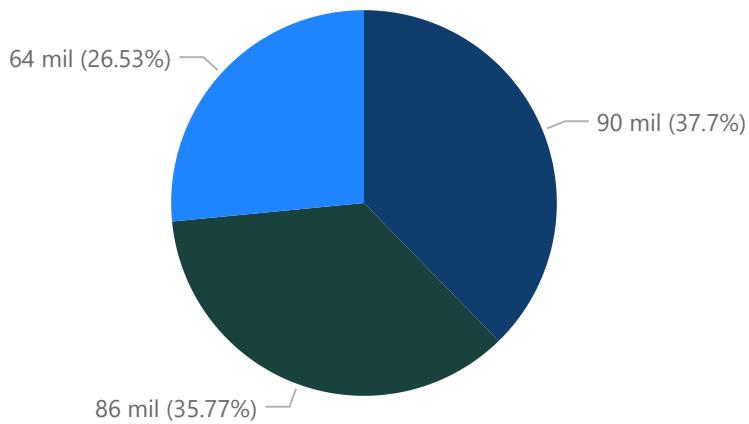
Suma de Ventas

Region	Suma de Ventas
Central	90295
Oeste	85683
Este	63555
Total	239533

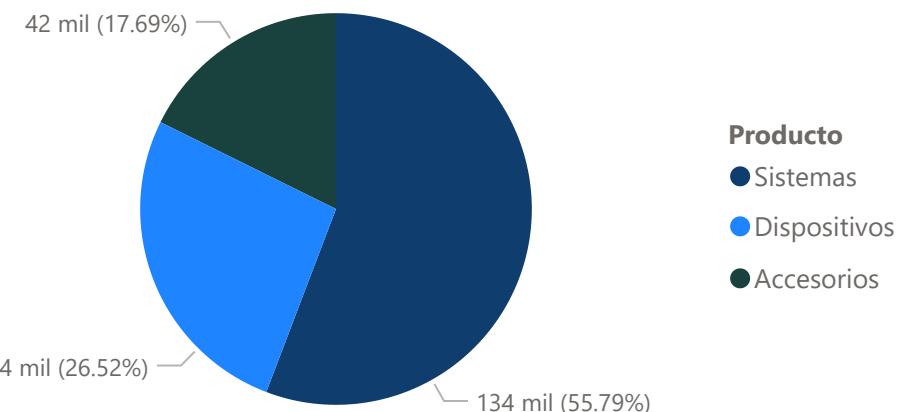
Producto	Suma de Ventas
Sistemas	133642
Dispositivos	63519
Accesorios	42372
Total	239533

Vendedor	Suma de Ventas
Karen	50490
Kevin	48310
David	39805
Sara	37373
Ana	33202
Lucas	30353
Total	239533

Suma de Ventas por Region

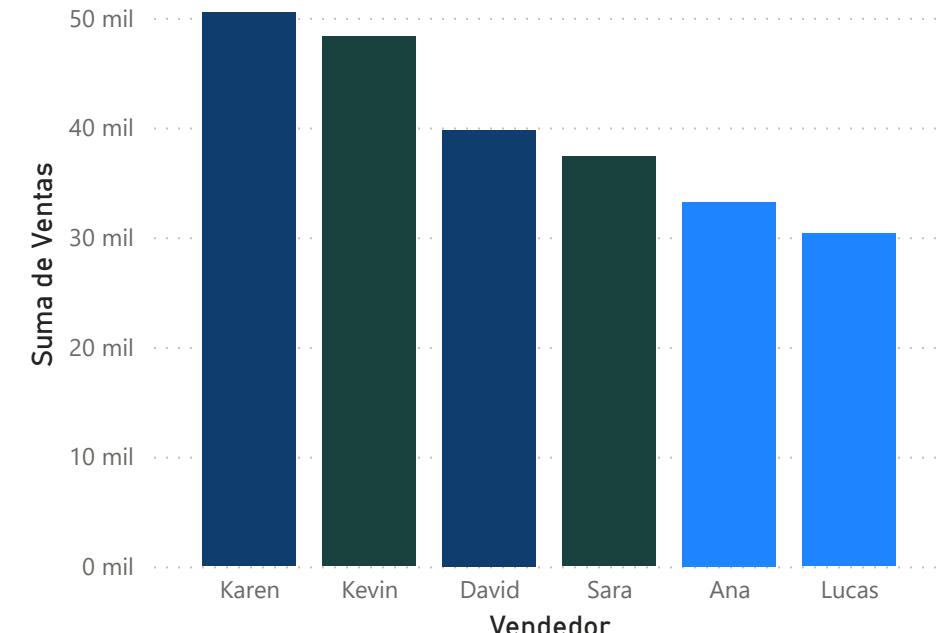


Suma de Ventas por Producto

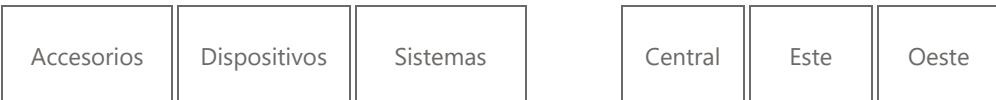
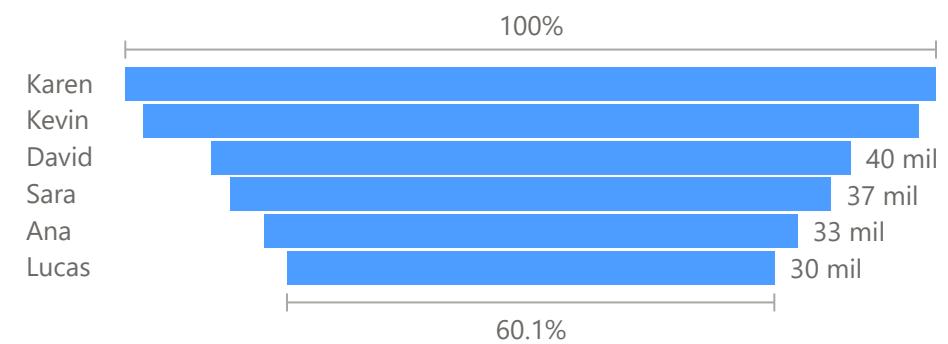


Suma de Ventas por Vendedor y Region

Region ● Central ● Este ● Oeste

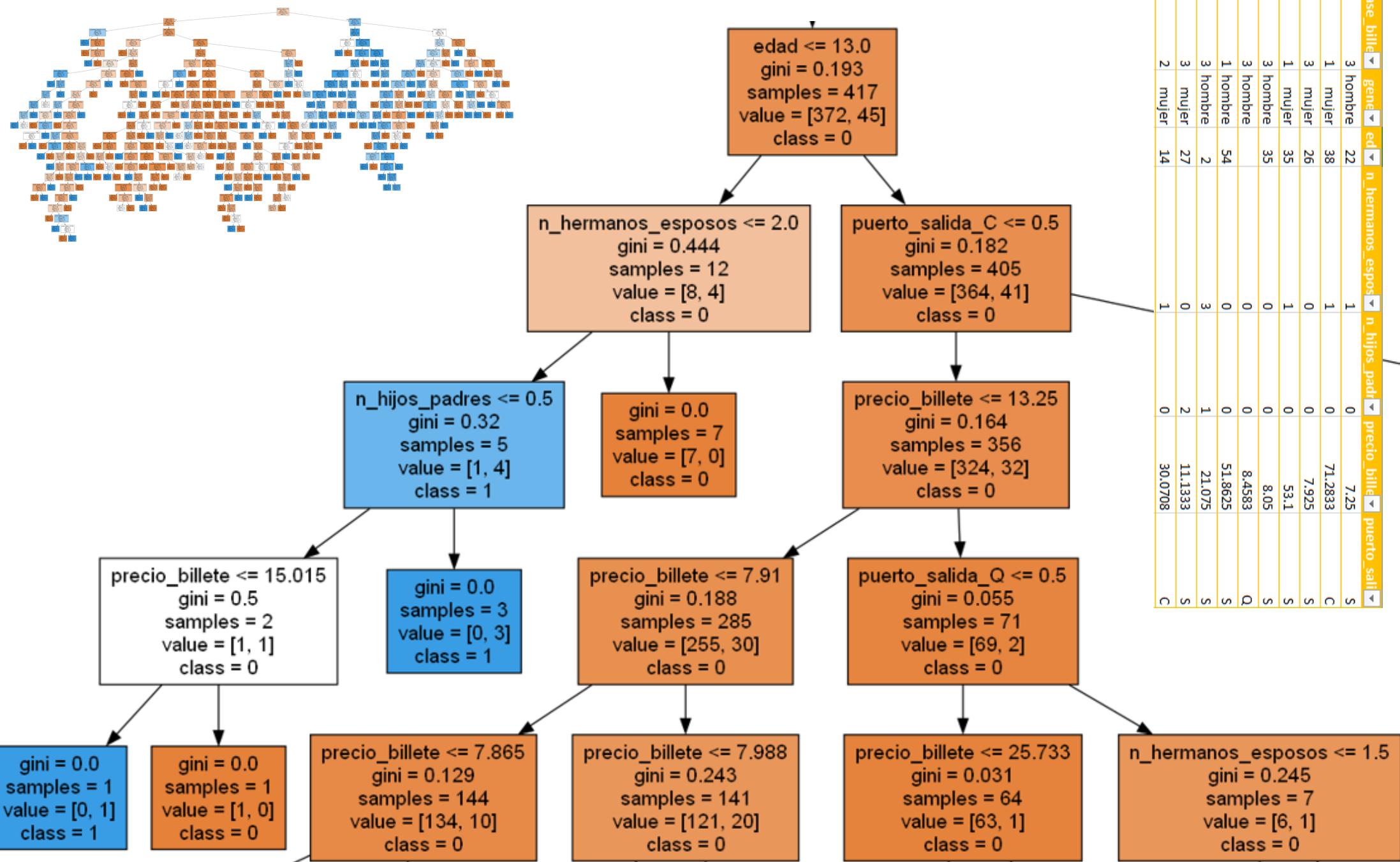


Suma de Ventas por Vendedor



Árbol de decisión

Supervivientes del Titanic



Máquinas de Soporte Vectorial

Sepal_Length	Sepal_Width	Petal_Length	Petal_Width	Species
5	2	3.5	1	versicolor
6.2	2.2	4.5	1.5	versicolor
6	2.2	4	1	versicolor
6	2.2	5	1.5	virginica
6.3	2.3	4.4	1.3	versicolor
5.5	2.3	4	1.3	versicolor
5	2.3	3.3	1	versicolor
4.5	2.3	1.3	0.3	setosa
5.5	2.4	3.8	1.1	versicolor
5.5	2.4	3.7	1	versicolor
4.9	2.4	3.3	1	versicolor
6.7	2.5	5.8	1.8	virginica
6.3	2.5	4.9	1.5	versicolor
6.3	2.5	5	1.9	virginica

