5-1 Identifying the Gap

DAT 300 Valid Data: Getting Data Right

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A graph with blue dots

Description automatically generated

Based on the scatter plot titled “Sum of Sales by Quantity,” I can analyze which deal sizes yield the largest sales volumes. The horizontal axis represents the total revenue generated from each deal, ranging from 0 to 40K, while the vertical axis represents the number of units sold, ranging from 0 to 15.

From my observations, the dashed trend line slopes downward from left to right, indicating an inverse relationship between sales volume and quantity. This means that as the sum of sales increases, the quantity of units sold decreases. The scatter plot shows multiple data points scattered throughout the graph. Smaller deal sizes, towards the left side of the graph where ‘Sum of Sales’ is lower, yield larger quantities sold. Conversely, larger deal sizes, towards the right side of the graph where ‘Sum of Sales’ is higher, yield smaller quantities sold.

In summary, smaller deal sizes are more frequent and involve a higher quantity of units sold, but each deal generates lower revenue. On the other hand, larger deal sizes are less frequent and involve a lower quantity of units sold, but each deal generates higher revenue. This analysis helps in understanding the distribution of sales volumes across different deal sizes and can inform strategic decisions for optimizing sales performance.

A pie chart with numbers and a diagram

Description automatically generated

Based on the pie chart titled “Sum of Sales by Region,” I can determine which territory generates the largest amount of sales. The chart is divided into four segments, each representing a different region: West, East, Central, and South. Each segment is labeled with both a numerical value and a percentage of the total sales.

From my analysis, the West region stands out with the largest portion of the chart, boasting sales amounting to 94.27K, which accounts for 32.69% of the total sales. The East region follows closely with sales of 87.79K, making up 30.45% of the total. The Central region has sales of 64.26K, contributing 22.29% to the total sales. Lastly, the South region has the smallest portion, with sales of 42.02K, accounting for 14.57% of the total sales.

In summary, the West region generates the largest amount of sales, contributing 32.69% of the total. This analysis helps in understanding the distribution of sales across different territories and can inform strategic decisions for optimizing sales performance in various regions.

A graph on a white background

Description automatically generated

Based on the line graph titled “Sum of Sales by Month,” I can pinpoint the months with the largest sales volumes. The graph plots the sum of sales on the vertical axis, ranging from 0 to 45K, against the months on the horizontal axis, from January to December.

From my analysis, there are two prominent peaks in sales. The first peak occurs in September, and the second, even higher peak, occurs in November. This indicates that sales volumes increase significantly during these two months.

In conclusion, the largest volume of sales occurs in September and November. This information is valuable for businesses to understand seasonal trends in their sales data, which can inform marketing strategies and inventory management. By focusing on these peak months, businesses can optimize their sales performance and better meet customer demand.

Resources

uCertify. (2024). *Ucertify*. UCertify. <https://snhu.ucertify.com/login.php?&auto=1&cont=https%3A%2F%2Fsnhu.ucertify.com%2Fapp%2F%3Ffunc%3Dget_course_list%26show%3Dcourses>

Ahlemeyer-Stubbe, A., & Coleman, S. (2014). *A practical guide to data mining for business and industry*. Wiley.

Sekaran, U., & Bougie, R. (2020). *Research Methods For Business*. Wiley Global Education.

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