



Financial Sample Analysis

Dataset Overview

- ▶ Dataset Name: Financial Sample Dataset
- ▶ Data Source: <https://go.microsoft.com/fwlink/?LinkId=521962>
- ▶ Data Structure:
 - Number of rows: 700
 - Number of Columns: 16
 - Text-data type: Country, product, Month Name:
 - Whole Number-data type: Units sold, Month Number, Year
 - Currency-data type: Manufacturer price, Sale price, Gross sale, Discount, sales, COGS, Profit
 - Date-data type: Date
- ▶ key Features:
 - Segment, Country, Product, Discount Band, Date
- ▶ Added Feature:
 - Markup



Research Questions:

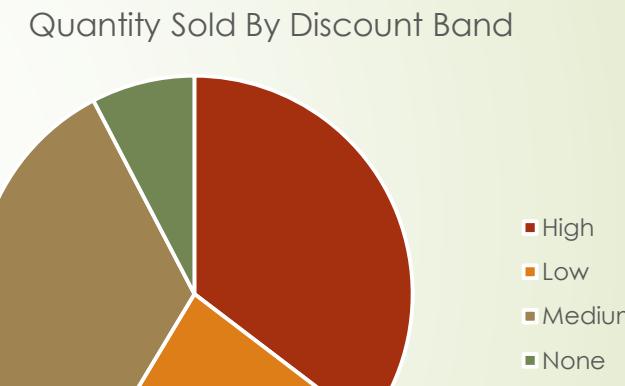
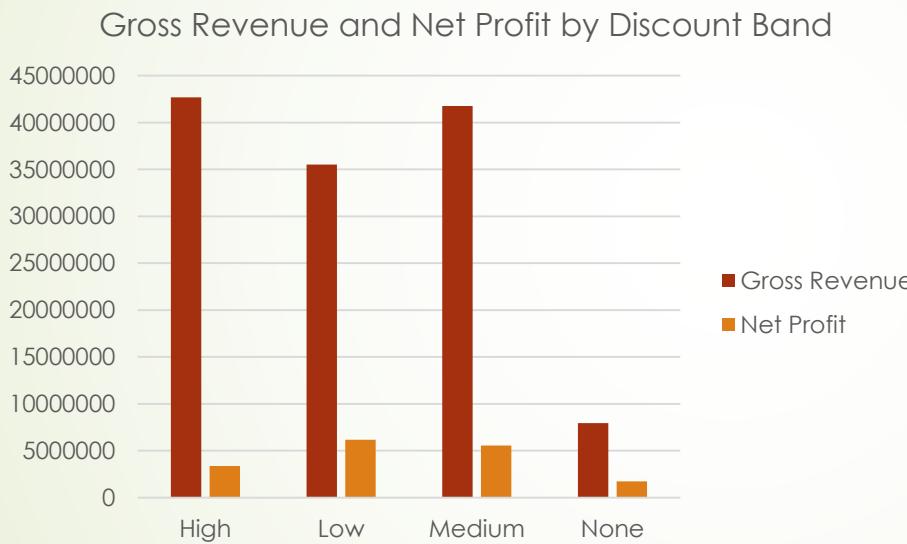
- ▶ How does the discount policy affect demand and revenue?
- ▶ What segment and country is driving revenue and profit?
- ▶ What is the revenue pattern by product? Which products are our high net products?
- ▶ Is there any seasonal pattern in sales?

Data Cleaning Summary

- ▶ Removed duplicate columns: Sales columns
- ▶ Removed invalid entries: Discount & Profit columns contain non-numeric entries
- ▶ Replaced inconsistent entries: Unit sold column contains decimal entries
- ▶ Renamed column: Sales price is renamed to unit sales price
- ▶ Added Mark up column

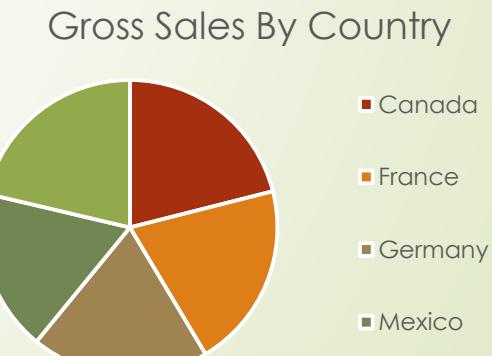
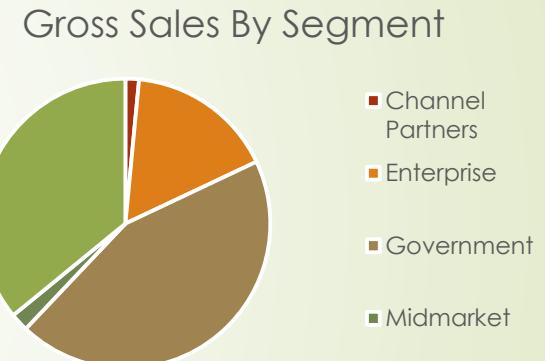
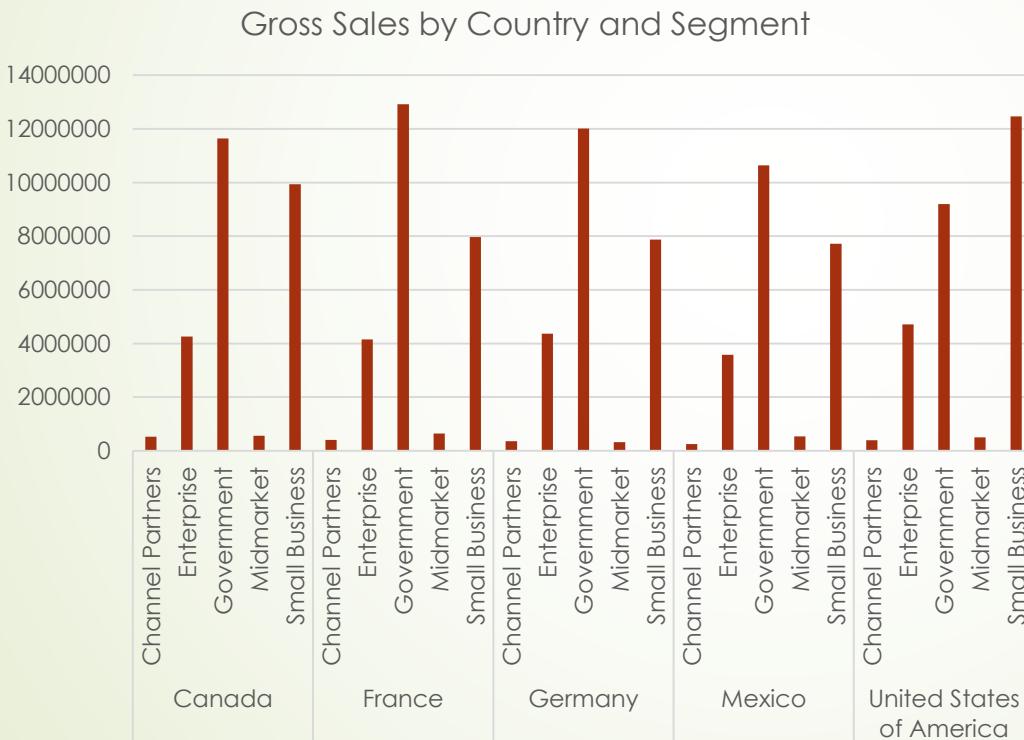
Key Analysis and Visuals

How does the discount policy affect demand and revenue?



Key Analysis and Visuals

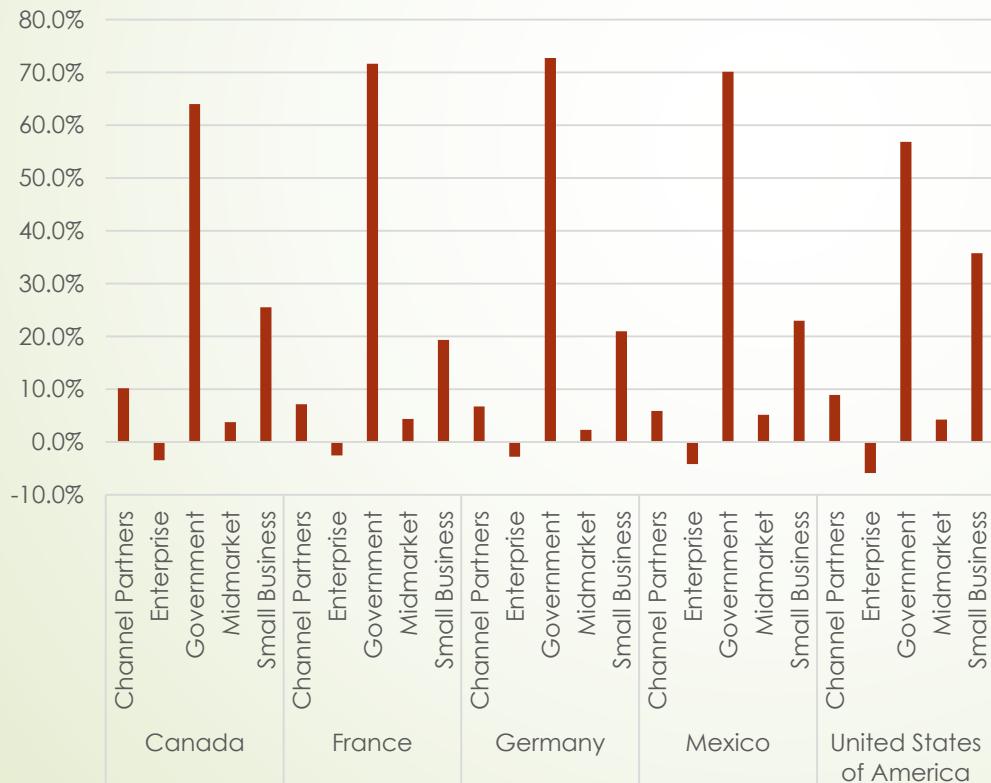
What segment and country is driving revenue and profit?



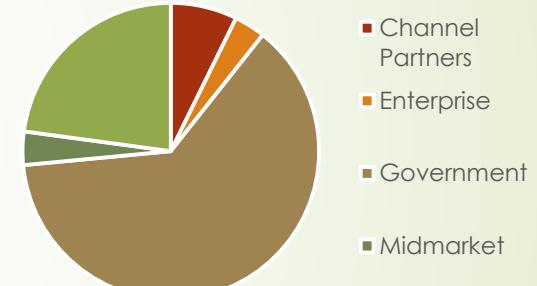
Key Analysis and Visuals

What segment and country is driving revenue and profit?

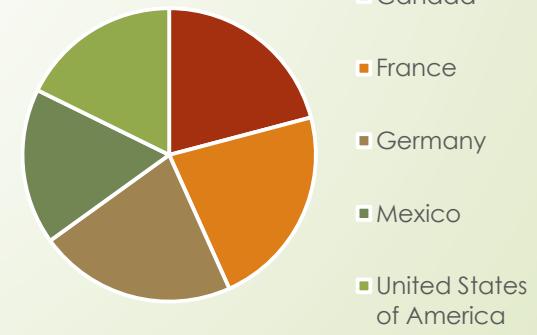
Profit by Country and Segment



Profit by Segment

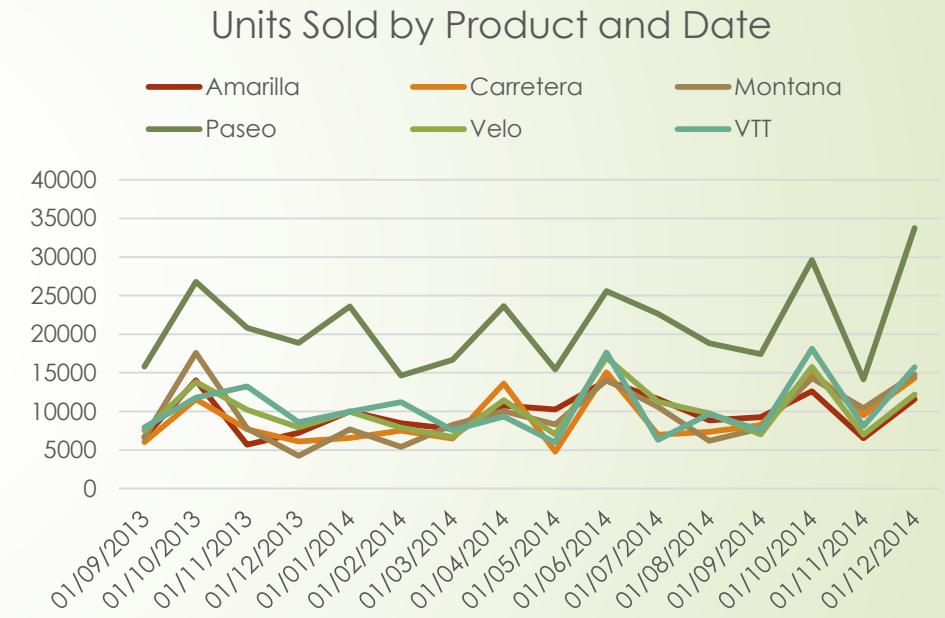


Profit by Country



Key Analysis and Visuals

Is there any seasonal pattern in sales?



Key Analysis and Visuals

What is the revenue pattern by product? Which products are our high net products?



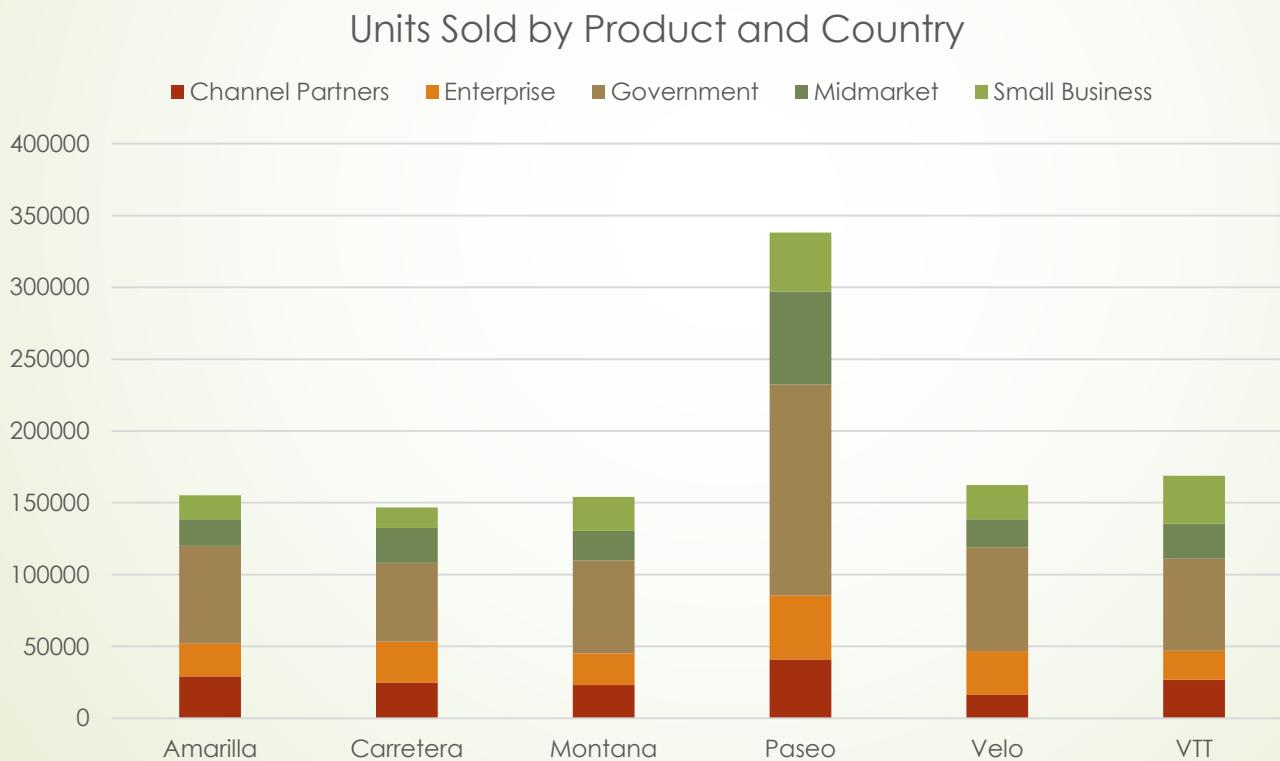
Profit by Product

■ Amarilla ■ Carretera ■ Montana
■ Paseo ■ Velo ■ VTT



Key Analysis and Visuals

What is the revenue pattern by product? Which products are our high net products?





Insights and Conclusions

How does the discount policy affect demand and revenue?

- Discount is observed to direct impact on sales

What segment and country is driving revenue and profit?

- Government and Small Businesses are the segment driving sales (44% vs 36%) and profits (63% vs 23%) respectively.
- Sales is relatively evenly distributed across countries.
- At country level, Enterprise segment is a loss deal across all countries.

Is there any seasonal pattern in sales?

- There is no sufficient data to assess seasonality, however, surge in sales in September and June suggests these two month as peak months.

What is the revenue pattern by product? Which products are our high net products?

- 28% of total profits and gross sales is accredited to "Paseo" product. It is seen to be the highest selling product across all countries.