

# GoOutside

Making Life Simpler with Tools.....

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# Agenda

## Core Team

- **Sarah** (Finance Manager): Ensures wise investment and accurate revenue forecasting using detailed sales and pricing data.
- **Dustin** (Head of Retail Partnerships): Expands GoOutside's presence by assessing retailer performance and identifying growth opportunities.

## Mission

- Secure and scalable **data storage solution** using **BigQuery**.
- Creating user-friendly spreadsheets for **easy data access by all departments**.
- Developing a visually compelling dashboard **in Looker Studio** for broad performance insights.

## Target

- Various teams (marketing, product dev., operations, customer support etc.) **across** the company.
- **Usage** of Big Query, Google Sheets and Looker Studio

# Data Storage Solution (Big Query)

total\_sales by Order\_method\_type



JOB INFORMATION		RESULTS	CHART
Row	Order_method_type ▾	usage_count ▾	
1	Web	124225	
2	Telephone	12404	
3	E-mail	7388	
4	Sales visit	3661	
5	Mail	929	

# Data Storage Solution (Big Query)

Let's Dive IN

Google Cloud

GoOutside05122024

Search (/) for resources, docs, products, and more

Search

Explorer

Search BigQuery resources

Show starred only

gootisde05122024

Annual\_Sales

Combined\_Sales\_Data

Daily\_Sales

Methods

Products

Retailers

Sales\_Drivers

Total\_Sales

SUMMARY

Retailers

gootisde05122024.gootisde05122024

Last modified

Dec 5, 2024, 3:36:12 PM UTC+1

Data

europe-west10

Retailers

QUERY SHARE COPY SNAPSHOT DELETE EXPORT REFRESH

SCHEMA

DETAILS

PREVIEW

TABLE EXPLORER

PREVIEW

INSIGHTS

LINEAGE

DATA PROFILE

Filter

Enter property name or value

Field name	Type	Mode	Key	Collation	Default Value	Policy Tags	Description
Retailer_code	INTEGER	NULLABLE	-	-	-	-	-
Retailer_name	STRING	NULLABLE	-	-	-	-	-
Type	STRING	NULLABLE	-	-	-	-	-
Country	STRING	NULLABLE	-	-	-	-	-

EDIT SCHEMA

VIEW ROW ACCESS POLICIES

Job history

REFRESH

# Empowering the Team (BigQuery + Google Sheets)

The screenshot displays the Google Cloud BigQuery interface. The top navigation bar includes the Google Cloud logo, the project name 'GoOutside05122024', and a search bar. The left sidebar shows the 'Explorer' view with a search bar and a list of resources, including 'Business Questions\_2'. The main panel shows a SQL query titled 'Business Que...' with the following code:

```
11
12 -- List retailers by country
13 SELECT Country, COUNT(*) AS num_retailers
14 FROM `gooutside05122024.Retailers`
15 GROUP BY Country
16 ORDER BY num_retailers DESC
17 LIMIT 10;
18
19 -- Product Popularity
20 -- Analyze regional or country-specific trends in product preference
21 SELECT r.Country, p.Product, SUM(ds.Quantity) AS total_sales
22 FROM `gooutside05122024.Daily_Sales` ds
```

Below the query editor, the 'Query results' section is visible, showing a bar chart titled 'num\_retailers by Country'. The chart has a y-axis ranging from 0 to 150. The 'Chart configuration' panel on the right shows the 'Chart type' set to 'Bar' and the 'Dimension (x-axis)' set to 'Country'. The 'Job history' section at the bottom shows the execution details of the query.

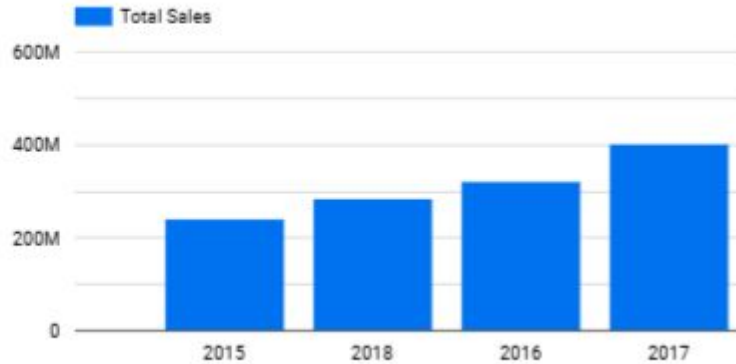
# Empowering the Team with Data (Google Sheets)

Sales_Date	Country	Product	Product_type	total_sales	year	annual_total_s	Product_brand	brand_total_sales			
12-01-2015	Austria	BugShield Extreme	Insect Repellents	13916.7	2015	242285109.7	Extreme	2298488.43			
12-01-2015	Austria	BugShield Extreme	Insect Repellents	13916.7	2015	242285109.7	BugShield	5802587.79			
12-01-2015	Austria	BugShield Lotion	Insect Repellents	4372.76	2015	242285109.7	Extreme	2298488.43			
12-01-2015	Austria	BugShield Lotion	Insect Repellents	4372.76	2015	242285109.7	BugShield	5802587.79			
12-01-2015	Austria	BugShield Lotion	Insect Repellents	2345	2015	242285109.7	BugShield	5802587.79			
12-01-2015	Austria	BugShield Lotion	Insect Repellents	2345	2015	242285109.7	Extreme	2298488.43			
12-01-2015	Austria	Deluxe Family Re	First Aid	5947.2	2015	242285109.7	Relief	4573957.25			
12-01-2015	Austria	Edge Extreme	Knives	16807.81	2015	242285109.7	Extreme	7365797.51			
12-01-2015	Austria	Edge Extreme	Knives	16807.81	2015	242285109.7	Edge	3691121.4			
12-01-2015	Austria	Edge Extreme	Knives	16807.81	2015	242285109.7	Trakker	2847016.9			
12-01-2015	Austria	Firefly 2	Lanterns	5283.45	2015	242285109.7	Extreme	1581818.56			
12-01-2015	Austria	Firefly 2	Lanterns	5283.45	2015	242285109.7	EverGlow	15591655.75			
12-01-2015	Austria	Firefly 2	Lanterns	5283.45	2015	242285109.7	Firefly	13931105			
12-01-2015	Austria	Glacier GPS Extn	Navigation	16721.5	2015	242285109.7	Alpha	5425057			
12-01-2015	Austria	Glacier GPS Extn	Navigation	16721.5	2015	242285109.7	Extreme	5460102.12			
12-01-2015	Austria	Glacier GPS Extn	Navigation	16721.5	2015	242285109.7	Trakker	10097112			
12-01-2015	Austria	Glacier GPS Extn	Navigation	16721.5	2015	242285109.7	Glacier	7373740.2			
12-01-2015	Austria	Legend	Watches	7280	2015	242285109.7	Mountain Man	12297613.26			
12-01-2015	Austria	Legend	Watches	7280	2015	242285109.7	Xray	53971641			
12-01-2015	Austria	Legend	Watches	7280	2015	242285109.7	Trakker	4233210.8			
12-01-2015	Austria	Legend	Watches	7280	2015	242285109.7	Extreme	1587253.88			
12-01-2015	Austria	Legend	Watches	7280	2015	242285109.7	Epoch	55027663.8			
12-01-2015	Austria	Legend	Watches	7280	2015	242285109.7	Relax	19406380.8			
12-01-2015	Austria	Mountain Man Ex	Watches	3712.15	2015	242285109.7	Relax	19406380.8			
12-01-2015	Austria	Mountain Man Ex	Watches	3712.15	2015	242285109.7	Trakker	4233210.8			

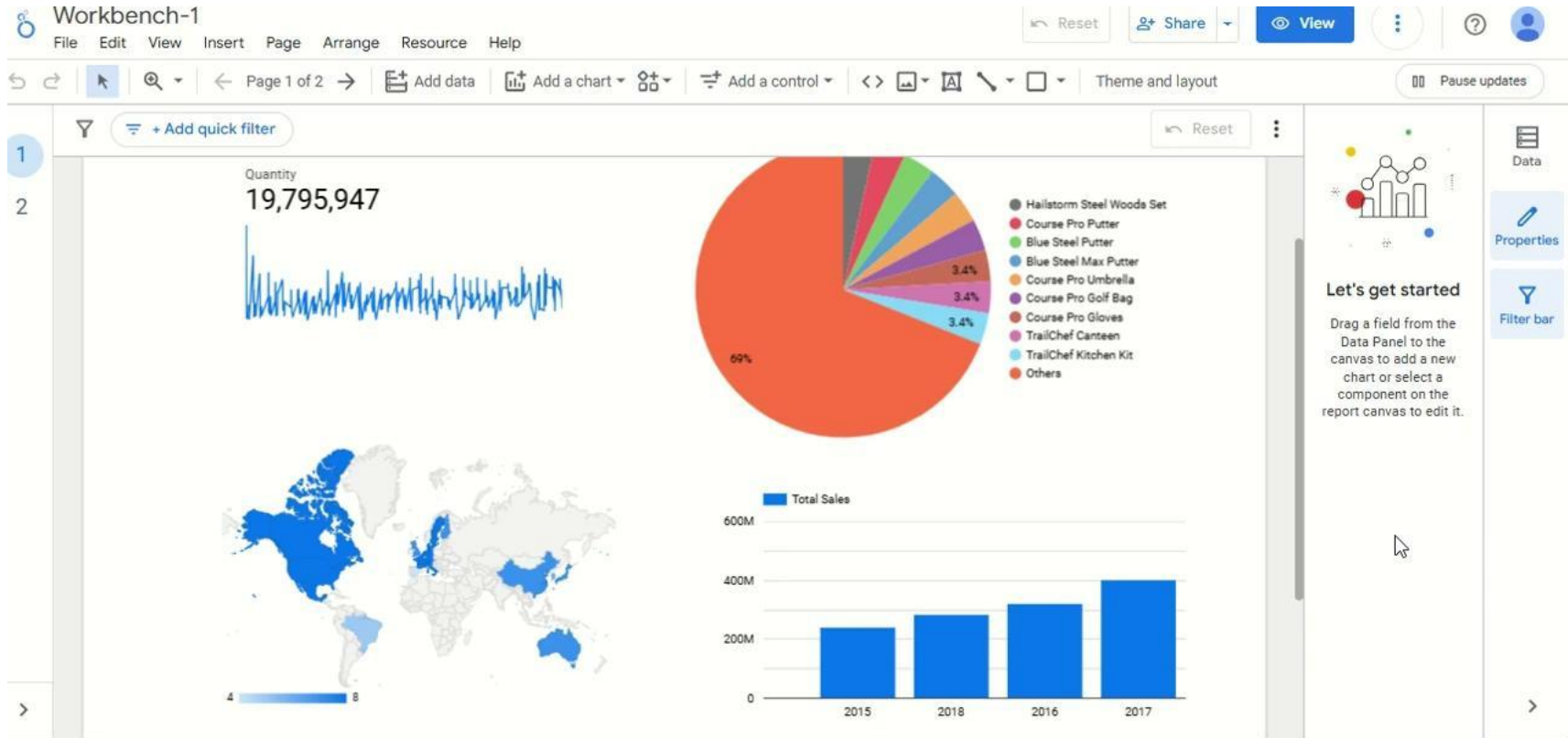
Sales Trends Over Time, spread by Country and Product type

# Visual Insights (Looker Studio)

Let's Dive IN



# Visual Insights (Looker Studio)





## Marketing 📊

Sales performance, customer preferences, brands and product types drive ( campaigns and promotions)

### Combined Sales Data

Total Sales

Sales Drivers

## Product Development 🛠️:

Track product performance (well-performing, improvement needing), sales trends, future product development and enhancements

## Operations 🏢:

Overall sales performance over time, optimize plan and resources, inventory, forecast demand, efficient SCM

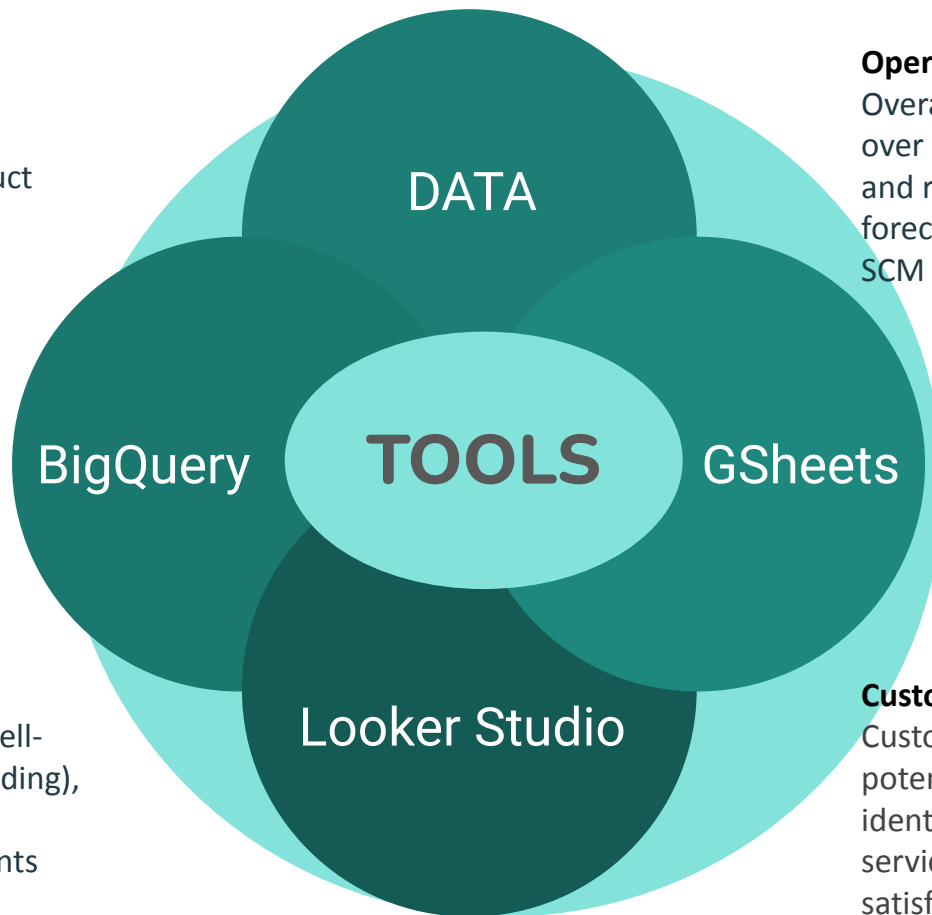
### Annual Sales Data

Total Sales

Combined Sales Data

## Customer Support ☎️:

Customer purchasing behavior and potential issues (region based etc.), identify recurring issues (products or services) and improve customer satisfaction



# The Final take

## BigQuery SQL

- **Data warehouse**, connecting it to both **Sheets and Looker Studio** for cross-platform analytics
- Clean datasets for visualization tools.

## Google Sheet

- Pre-configured queries **pulling real-time data** from BigQuery.
- For initial data analysis and **sharing** simple reports.

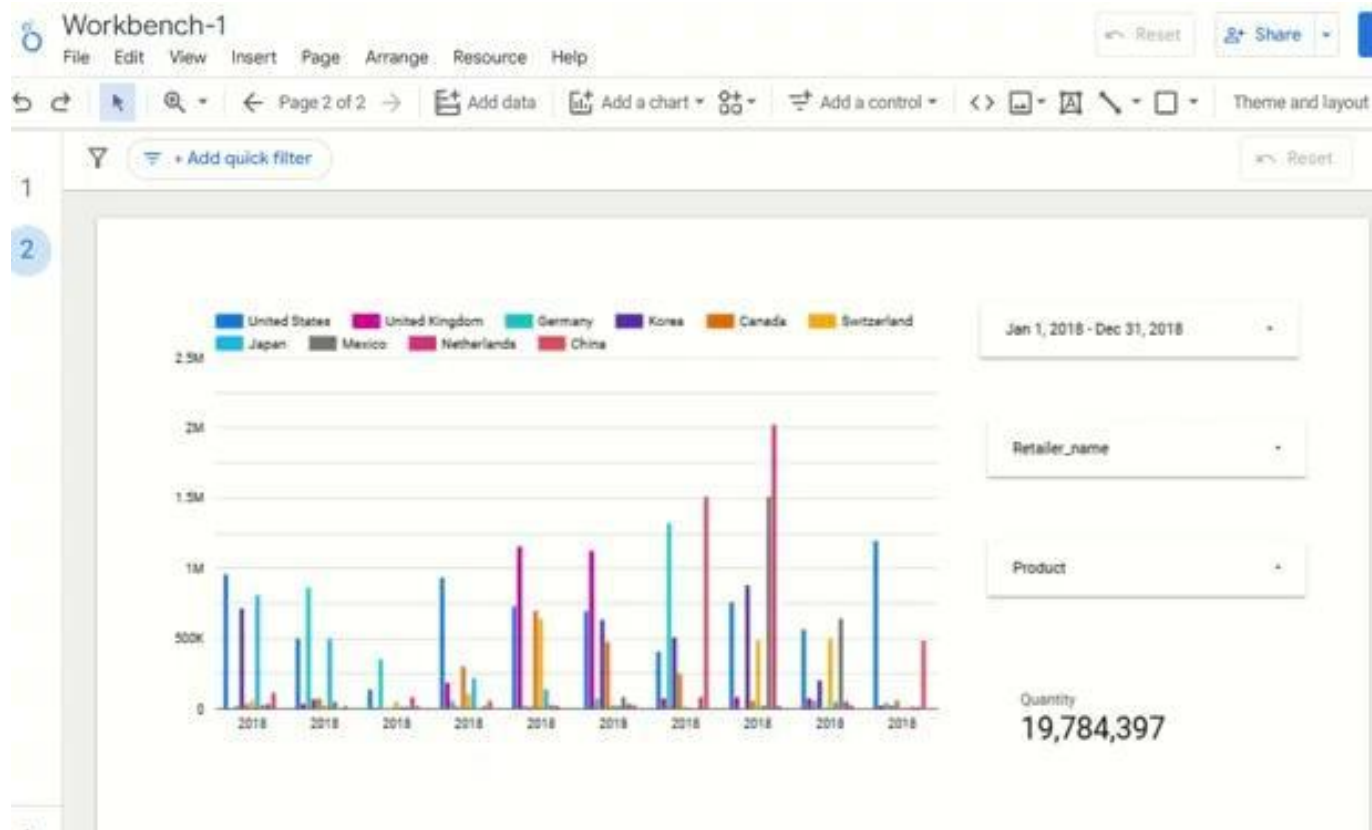
## Looker Studio

- Schedule refreshes to **ensure up-to-date data** without overwhelming the system
- Use **available data connectors** to perform connections with minimal setup.
- Summaries and trends while reserving Sheets for **detailed, operational views**



# BACKUP SLIDES

# Visual Insights (Looker Studio)



# Data Storage Solution (Big Query)

JOB INFORMATION		RESULTS	CHART	JSON
Row	Country ▼		num_retailers ▼	
1	United States		104	
2	Japan		49	
3	France		43	
4	Germany		38	
5	United Kingdom		38	
6	Canada		34	
7	China		28	
8	Switzerland		26	
9	Italy		22	
10	Singapore		20	

num\_retailers by Country

