GoOutside

Making Life Simpler with Tools……

Shayak Majumder

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.

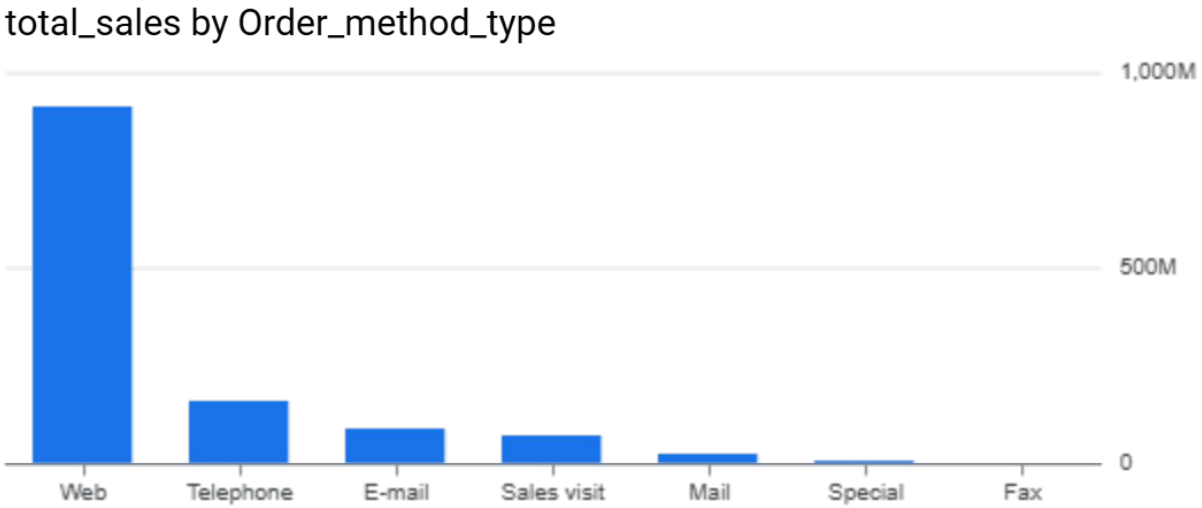
Target

- 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)

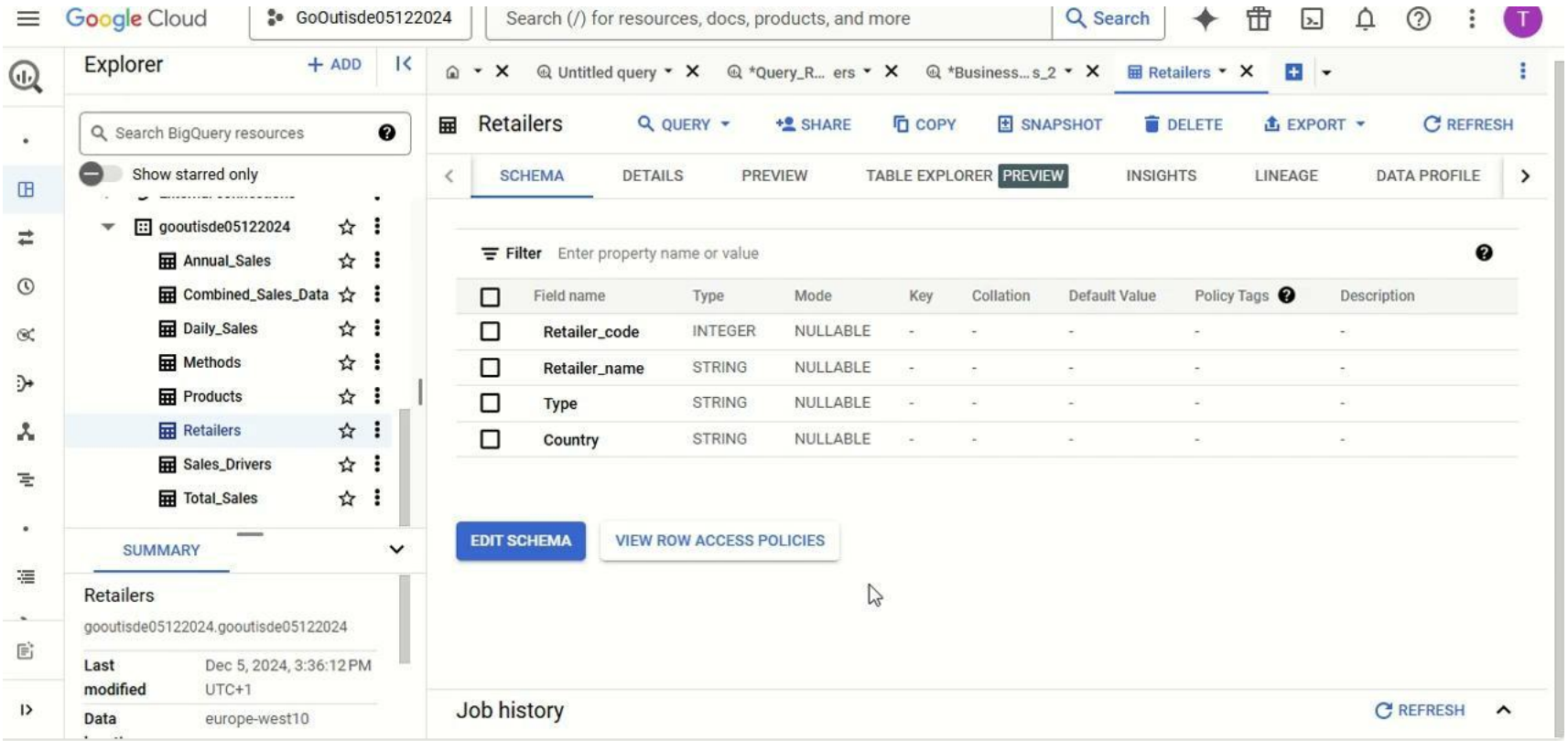
JOB INFORMATION | RESULTS | CHART

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

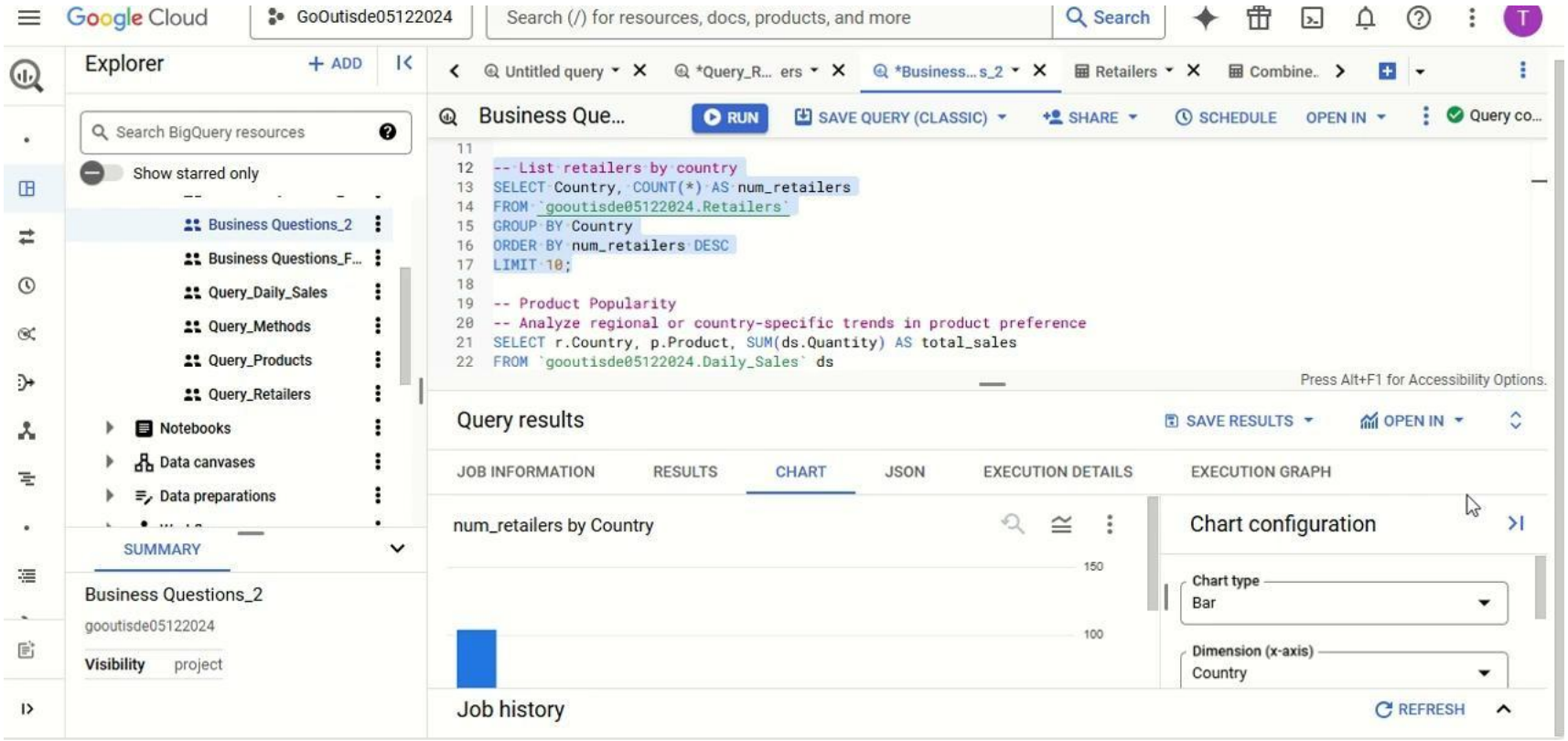


Data Storage Solution (Big Query)

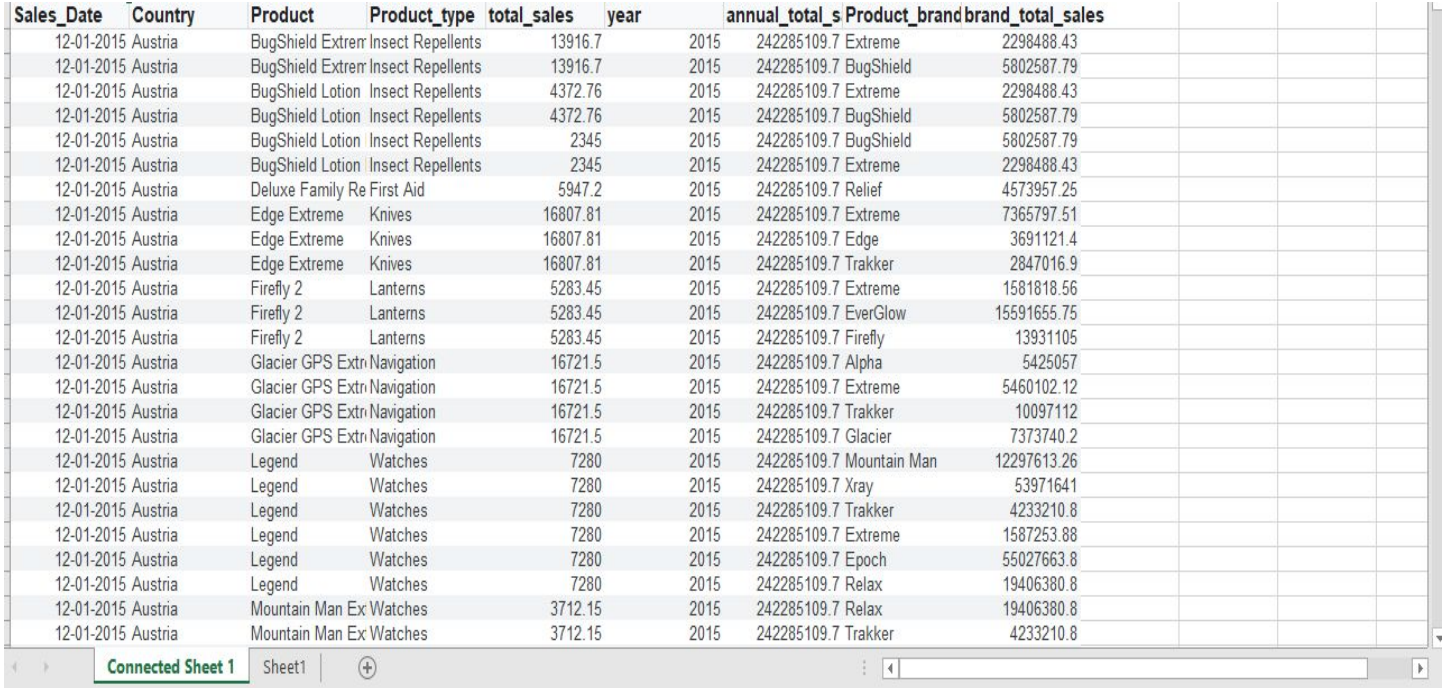
Let's Dive IN



Empowering the Team (BigQuery + Google Sheets)



Empowering the Team with Data (Google Sheets)



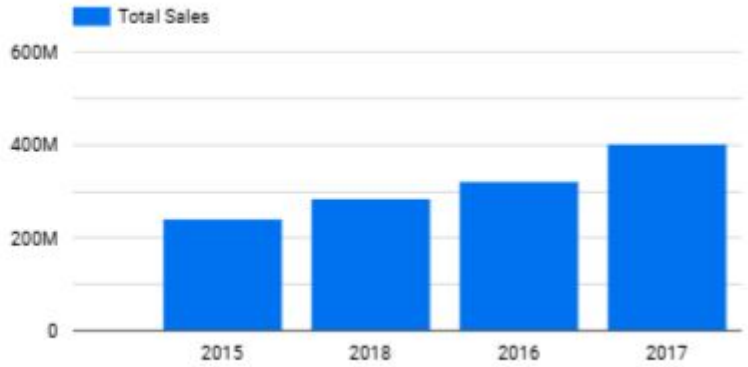
Sales_Date	Country	Product	Product_type	total_sales	year	annual_total_s	Product_brand	brand_total_sales
12-01-2015	Austria	BugShield Extrem	Insect Repellents	13916.7	2015	242285109.7	Extreme	2298488.43
12-01-2015	Austria	BugShield Extrem	Insect Repellents	13916.7	2015	242285109.7	BugShield	5802587.79
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 Extr	Navigation	16721.5	2015	242285109.7	Alpha	5425057
12-01-2015	Austria	Glacier GPS Extr	Navigation	16721.5	2015	242285109.7	Extreme	5460102.12
12-01-2015	Austria	Glacier GPS Extr	Navigation	16721.5	2015	242285109.7	Trakker	10097112
12-01-2015	Austria	Glacier GPS Extr	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

Connected Sheet 1 | Sheet1

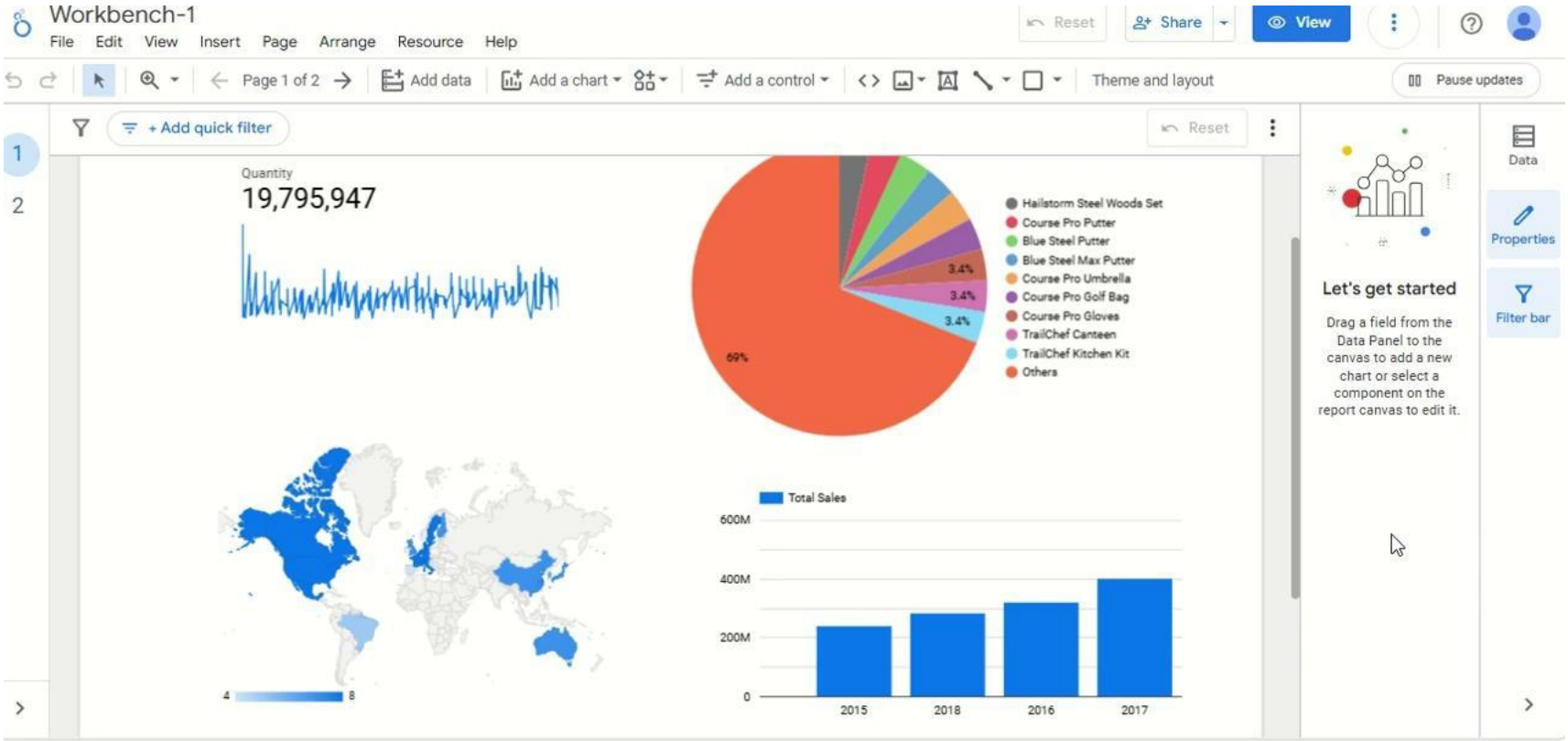
Sales Trends Over Time, spread by Country and Product type

Visual Insights (Looker Studio)

Let’s Dive IN



Visual Insights (Looker Studio)

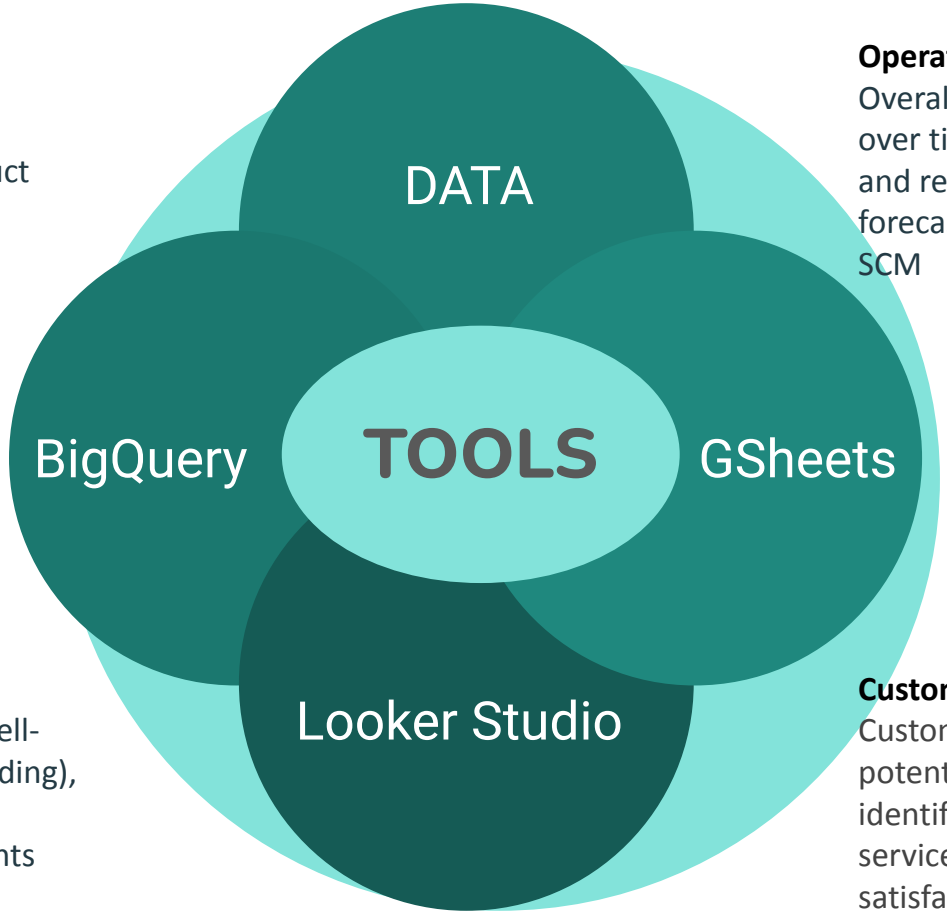


Marketing 📈
Sales performance, customer preferences, brands and product types drive (campaigns and promotions)

Combined Sales Data

Total Sales

Sales Drivers



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

Annual Sales Data

Total Sales

Combined Sales Data

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

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

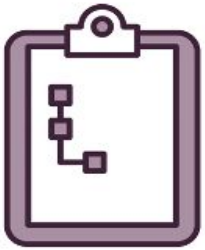
- **Data warehouse,** connecting it to both **Sheets and Looker Studio** for cross-platform analytics
- Clean datasets for visualization tools.

Google Sheet

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

Looker Studio

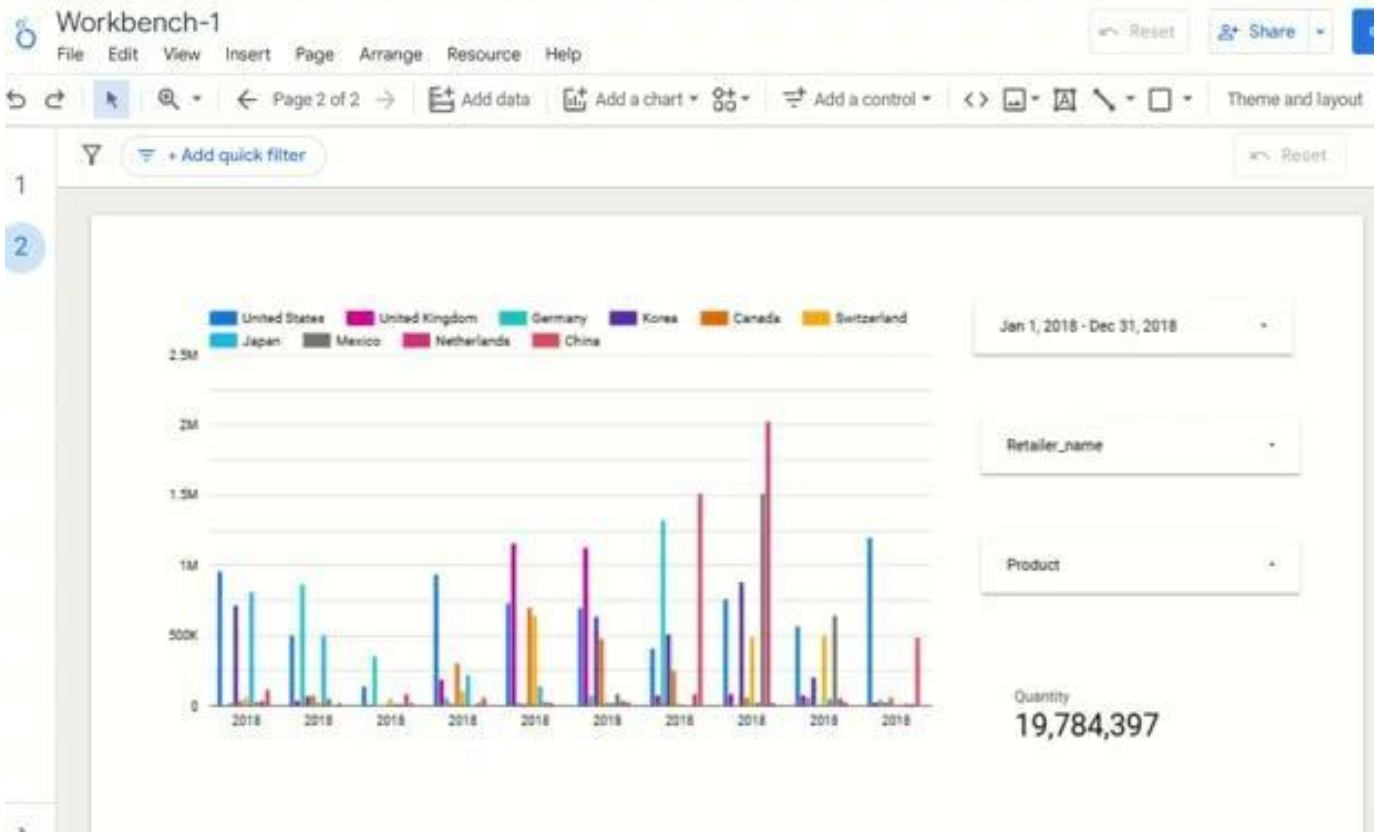
- Schedule refreshes to **ensure up-to-date data** without overwhelming the system
- Use **available data connectors** to perform connections with minimal setup.
- Summaries and trends while reserving Sheets for **detailed, operational views**



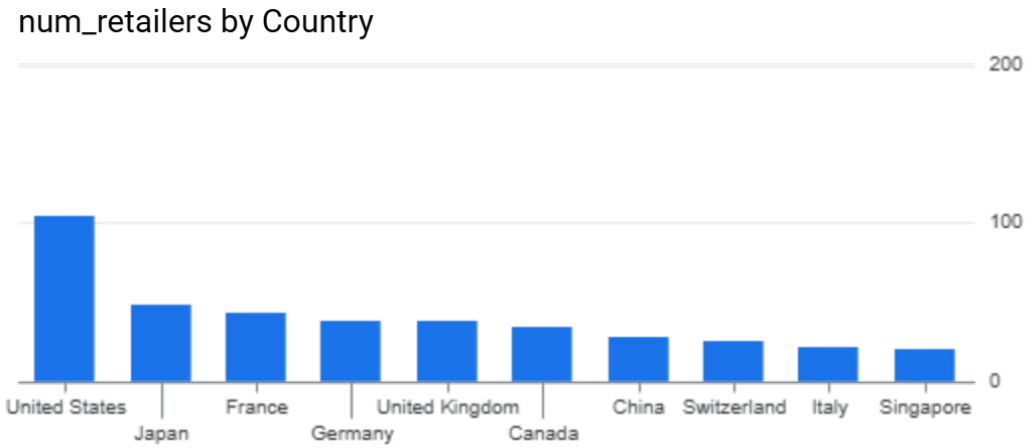
Picture Under :
https://discovertemplate.com/wp-content/uploads/2021/02/DT_81_Business-start-up-Animated-GIF-Icon-pack.gif

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