



# **ENTERPRISE ANALYTICS: FINAL ASSIGNMENT**

## **Great Automotive Performance Analysis**

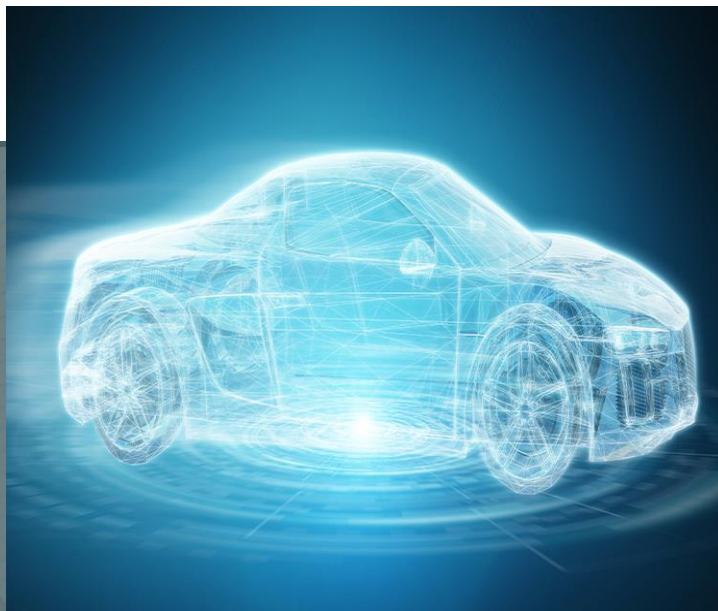
Jaivardhan Singh

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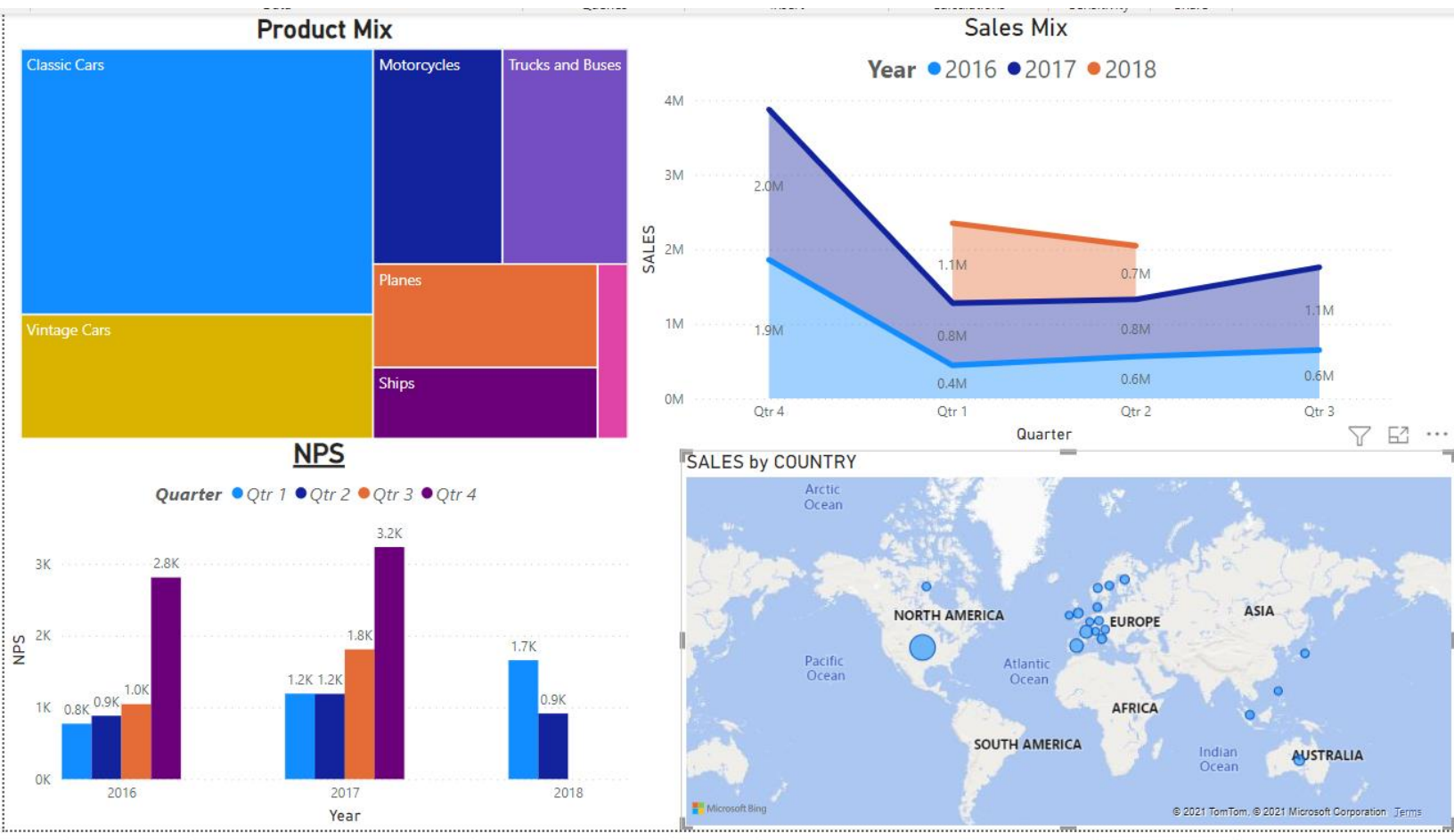
## Great Automotive Toy Company

Great Automotive is a global leader in the toy industry, having locations on four continents. The company's goal is to provide high-quality products at an affordable price. By analyzing the company's performance from January 2016 to May 2018, I focus on ongoing sales improvement and business expansion.



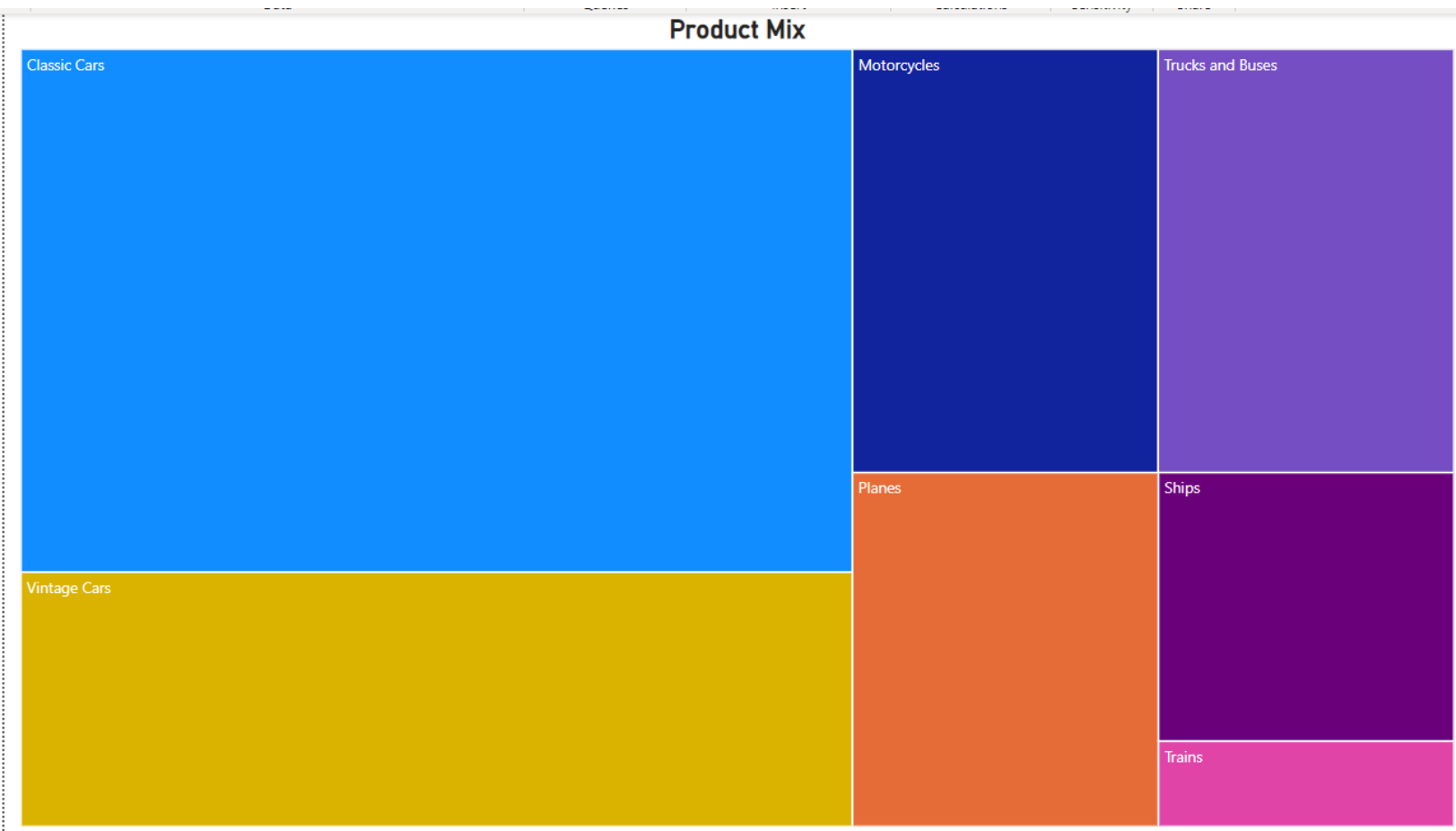


# Dashboard



The Dashboard displays all the visualizations and analysis for the dataset in question. As can be seen. It displays a variety of graphs, including a line chart, a tree graph, country maps, and a bar graph. I'll go over each graph individually.

# Product Line



In this tree chart, you can see that Classical Cars has the highest rating (as indicated by the blue color) when compared to other product lines, followed by Vintage Cars in second place (as indicated by the dark blue color). Furthermore, as compared to other categories, Trains has the lowest grade due of its pink color and smaller size. The reason I chose this chart is that it displays correct data and allows for greater comprehension.

## Weakest, Strongest Customer & Overall Revenue

Top 5 Customer Sales

CUSTOMERNAME	SALES
Euro Shopping Channel	912,294.11
Mini Gifts Distributors Ltd.	654,858.06
Australian Collectors, Co.	200,995.41
Muscle Machine Inc	197,736.94
La Rochelle Gifts	180,124.90
<b>Total</b>	<b>2,146,009.42</b>

Lowest 5 Customer Sales

CUSTOMERNAME	SALES
Boards & Toys Co.	9,129.35
Atelier graphique	24,179.96
Auto-Moto Classics Inc.	26,479.26
Microscale Inc.	33,144.93
Royale Belge	33,440.10
Bavarian Collectables Imports, Co.	34,993.92
<b>Total</b>	<b>161,367.52</b>

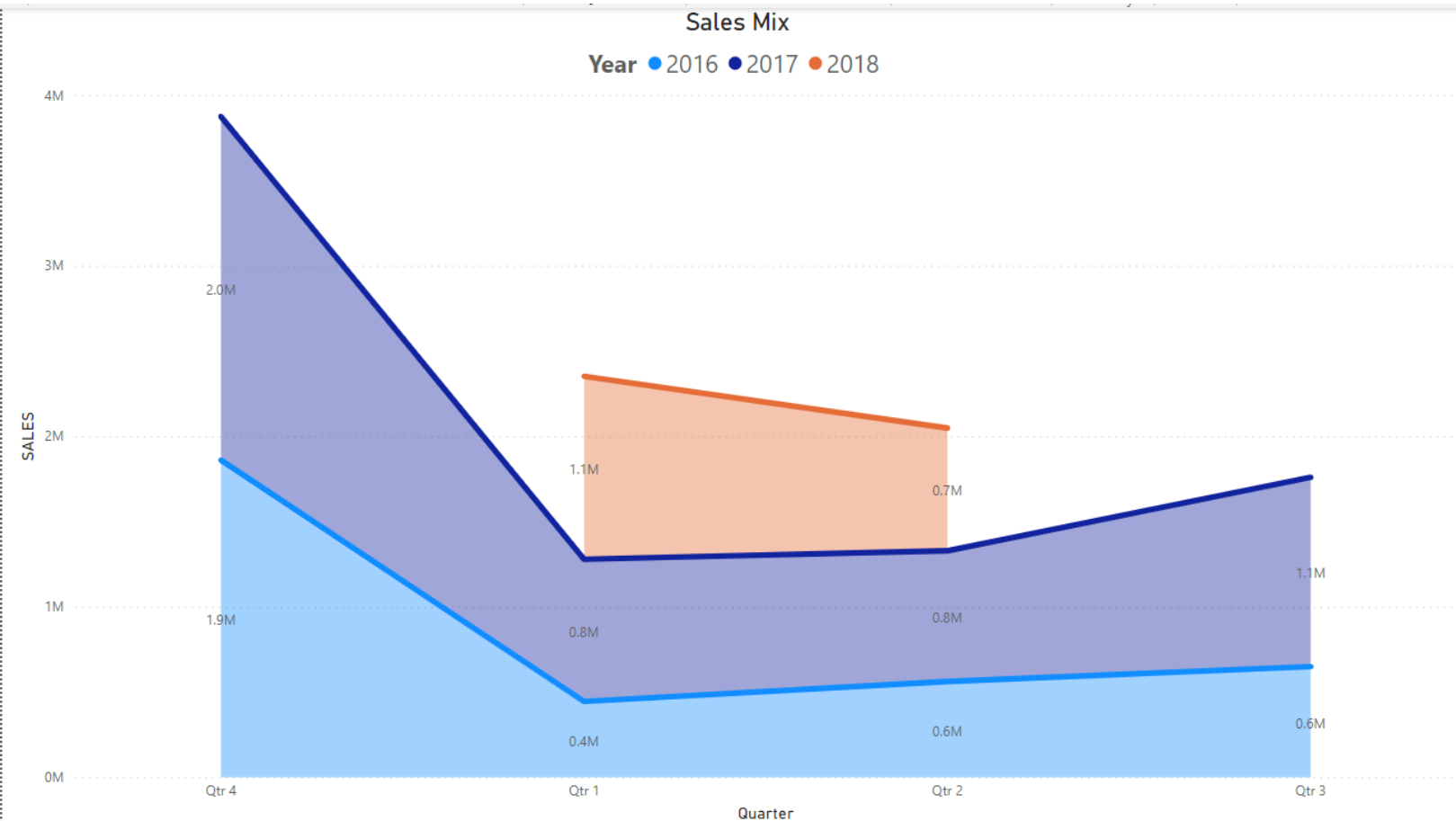
Total Number of Sales

10.03M  
SALES

This is a numerical chart that shows the lowest performing clients. When compared to other customers, Boards and Toys Co. has the lowest sales performance. Furthermore, Atelier Graphique is the second worst-performing customer, with a sales rate of 2.4k, followed by Auto-Moto Classics Inc with a sales rate of 2.6K. Because it demonstrates accurate prediction, I have chosen only the top 5 lowest performing clients who are selling their autos. With this type of tabular data, it's also simple to see who's the worst performance. The firm name and sales are displayed here. Euro Shopping Chan has the highest ratio (912k), followed by Mini Gifts Distribution in second position (\$654k). Furthermore, Muscle Machine Inc, La Rochelle Gifts, an Australian collector, sells under 200k units.

Not only this, total number of sales can be also seen by the card displayed below at this graph. I have used just a simple card to show this information.

## Revenue Deal Size by the year



This is the Area Graph for the Sales Mix that has been distributed in terms of revenue with all the four quarter of the years 2016, 17 and 18 respectively. It can be clearly seen from the above graph that the sales during fourth quarter in the year 2016 and 17 were the highest reaching about 2M each. The year 2017, has incorporated maximum number of sales as can be seen in all the three years, as well as it also tells us about the lowest sale that the company has encountered in this data, which would be in Quarter 1 of the year 2016.

I have chosen this graph because it was easy to understand and summarize the information of year wise because of the tendency of area graph to display information in terms of area covered.

## Sales by Country

SALES by COUNTRY



The map depicts sales in various nations throughout the world. Canada created 224k sales ratio in the blue dot, and the United States generated the greatest sales rate of 3627k in the large blue dot on the map.

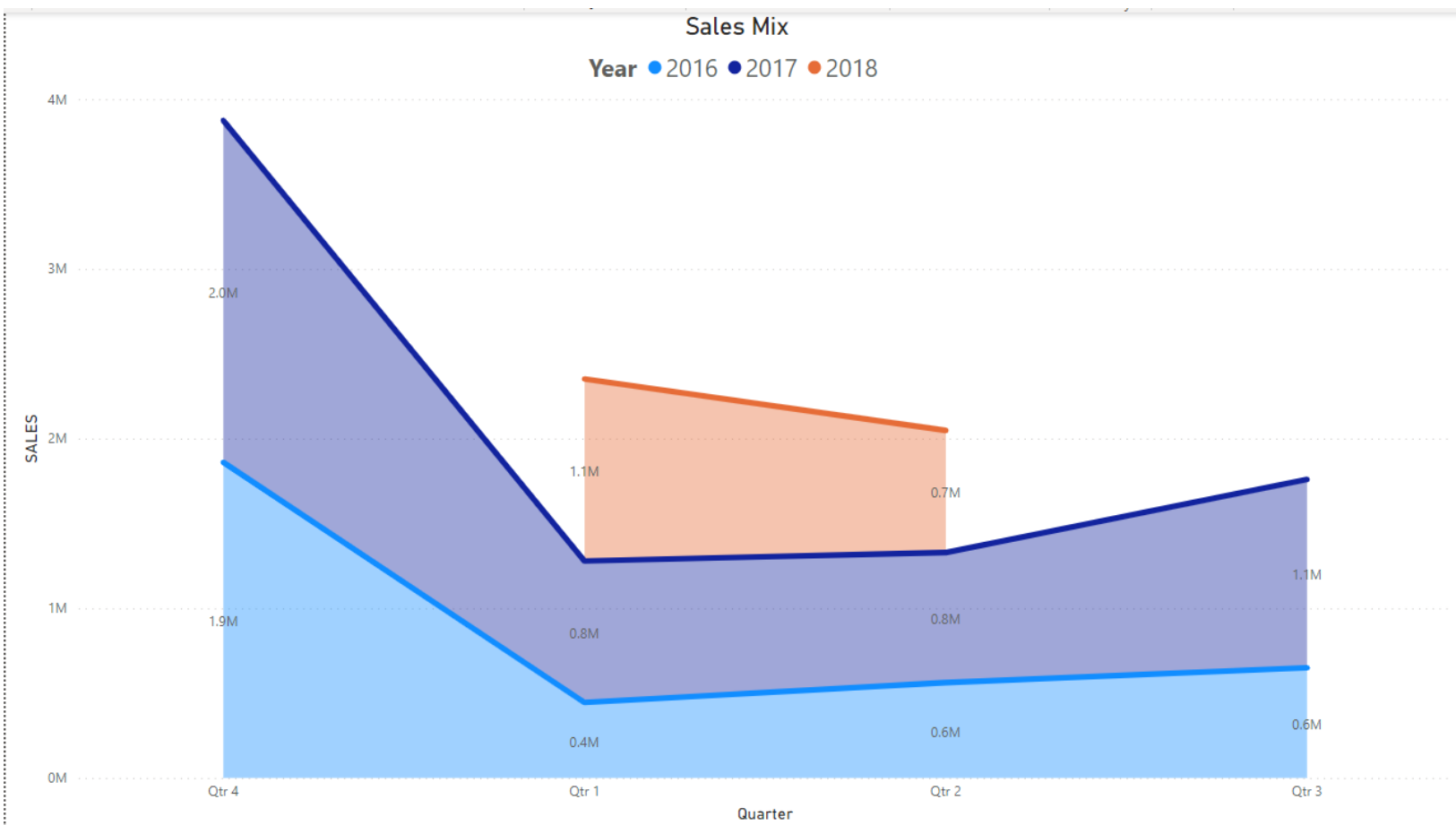
Provide two Key Performance Indicators (KPIs) for each of the following categories, along with Critical Success Factors (CSFs) to support them based on the data

**A. Overall Revenue: -**

**KPI 1: Revenue Growth**

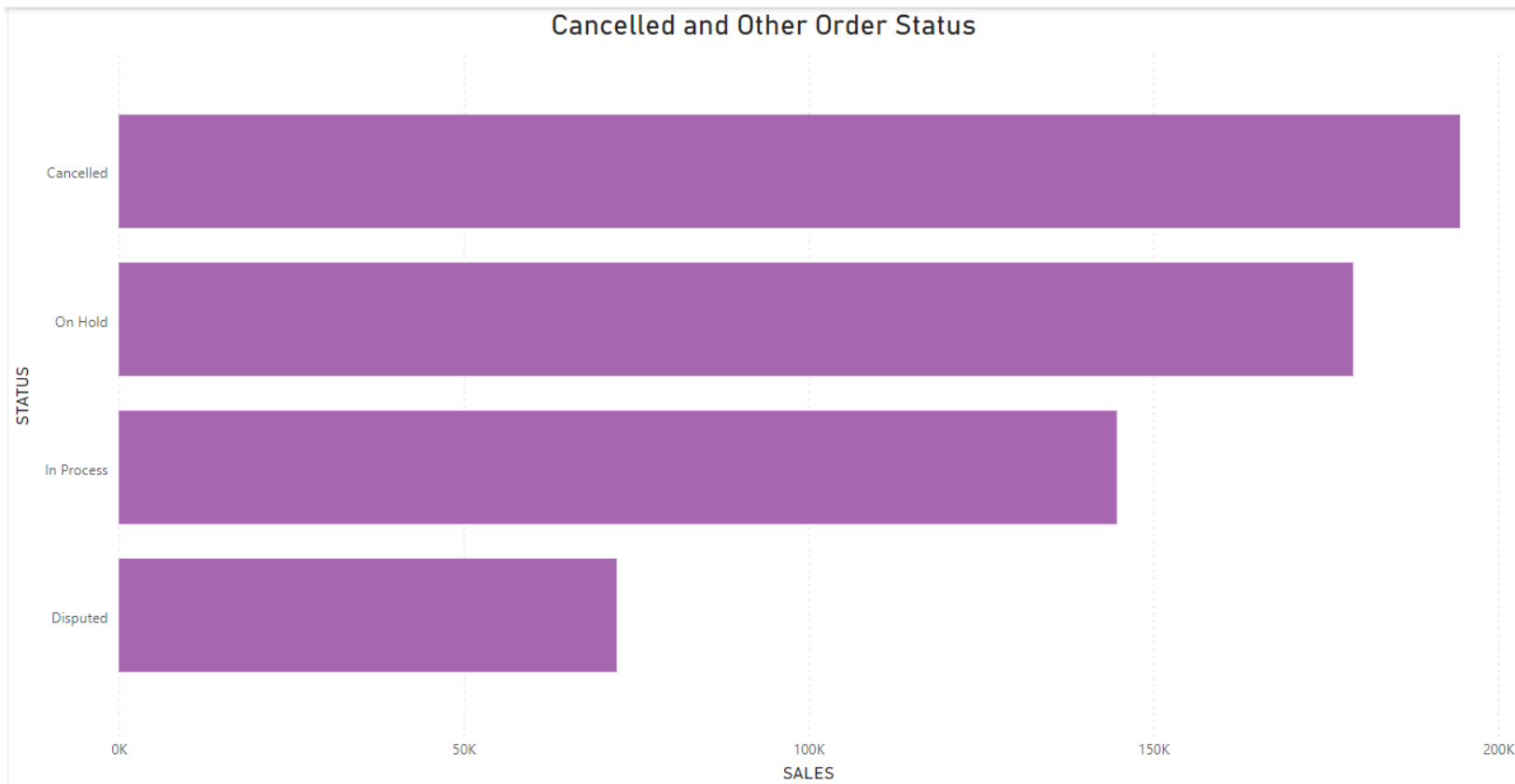
Indicates how sales have increased and decreased over time as a function of the period's size.

**CSF 1:** To accomplish the following KPI, give good goods in bulk orders and include deals during festival seasons, as well as the opportunity for clients to pay with EMI, for increased sales in the fourth and first quarters.





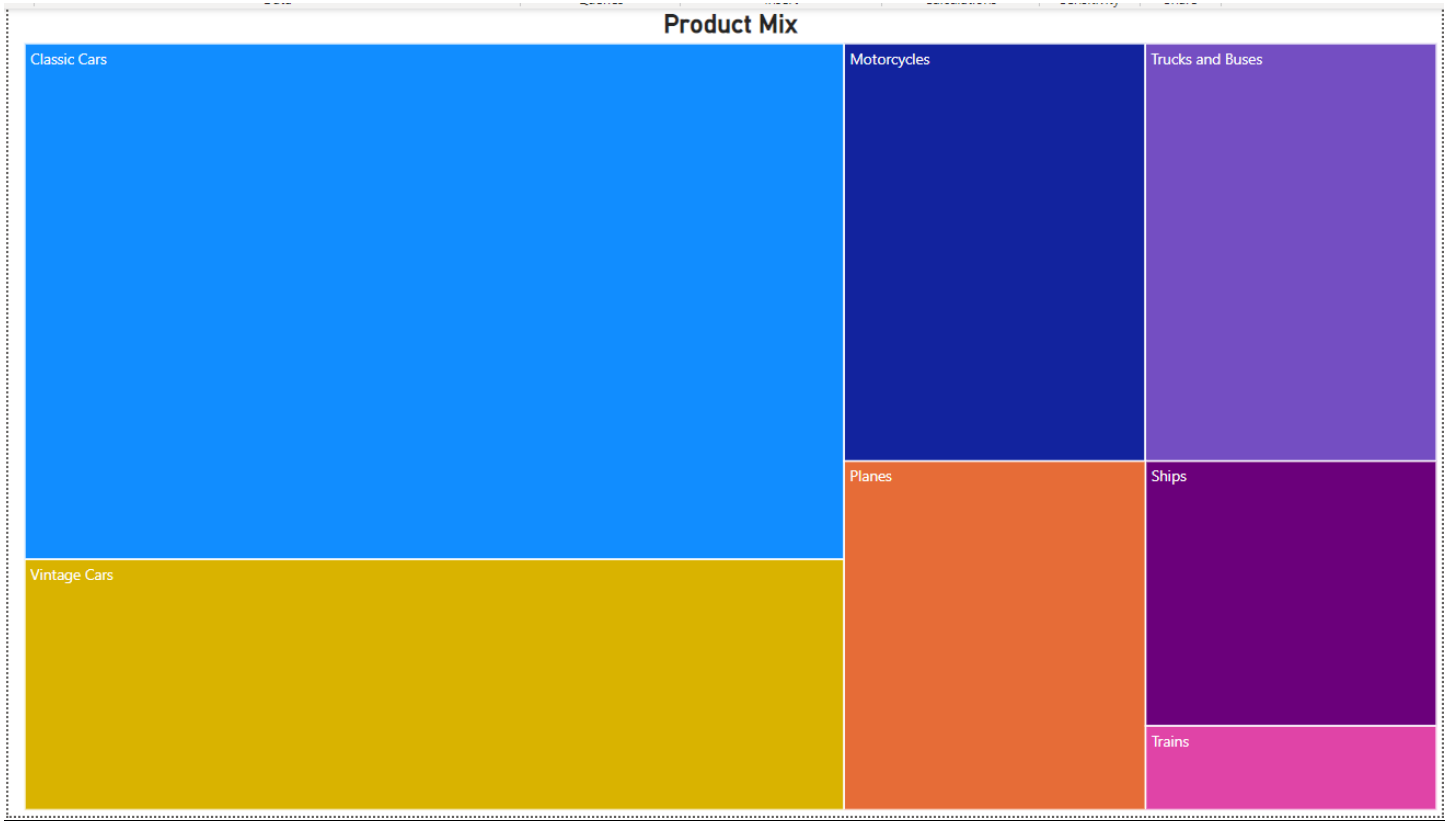
## **KP1 2:** - Cancelled, Disputed and Other Product Price



**CSF:** - To reduce the number of cancelled orders, products on hold, and various disputed products, one should have provided better customer service so that they do not cancel. Manufacturing defects can be reduced by using more modern machineries and implementing better tools in the corporate sector to keep track. To avoid such problems, it is also beneficial to use high-quality products during the manufacturing process.

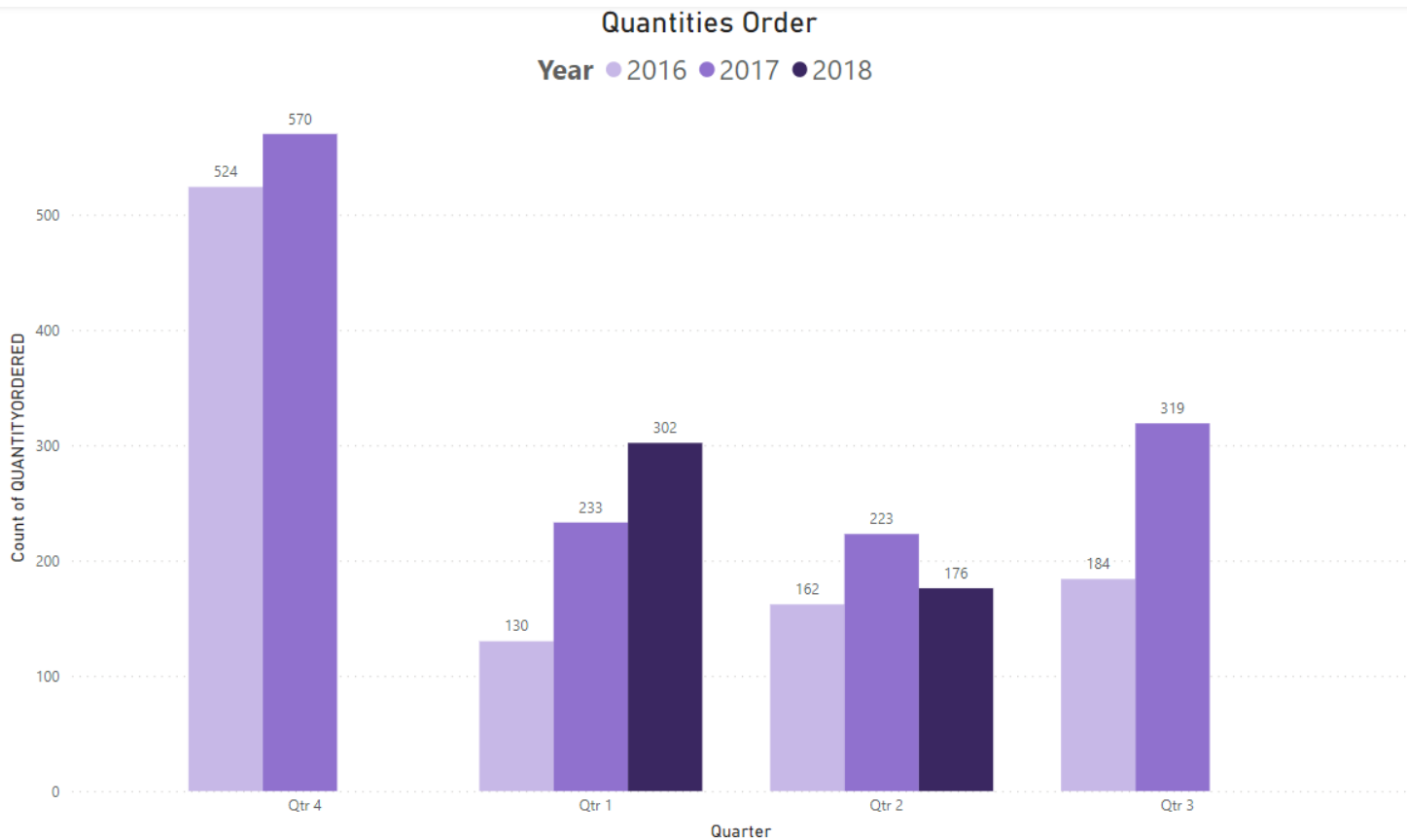
## B. Sales mix

### KPI 1: - Product Rates



**CFS: -** To overcome the issue of different price of products, we have to overcome the issue of the price of product as well as the one in which we can actually reduce our manufacturing cost to provide different kind of customers the ranges of inline services and the authority to clearly chose the right product for us to choose from. Using machines with smart labours can decrease the price and hence enable the team to indulge into more products properly.

## **KPI 2: - Quantities Ordered**



**CSF:** - It can be seen that significant amount of quantity of orders has been processed during the 3 years in all the quarters, mostly in 2017, but that again can be improved by several factors such as reducing the shipping time and contacting the local manufactures for better processing and shipping of orders.

## **C. Geographic Performance**

### **KPI 1:**

Revenue/Sales by Country

SALES by COUNTRY



**CSF:** - Improvisation can be provided by importing the raw materials by several other countries and contacting the shipping industries on international level to provide better services to all other nations. Countries, other than the selected ones can be targeted for more production and shipment processes like Gulf Nations as well as South Eastern regions.

**KPI 2:** - Region Expansion

**CSF:** - As mentioned, the sales can be expanded to different other regions, such as Egypt, South Africa, India, China, where the production can be established easily as well as number of people targeted would be more in numbers.

## **D. Weakest Customer Performance**

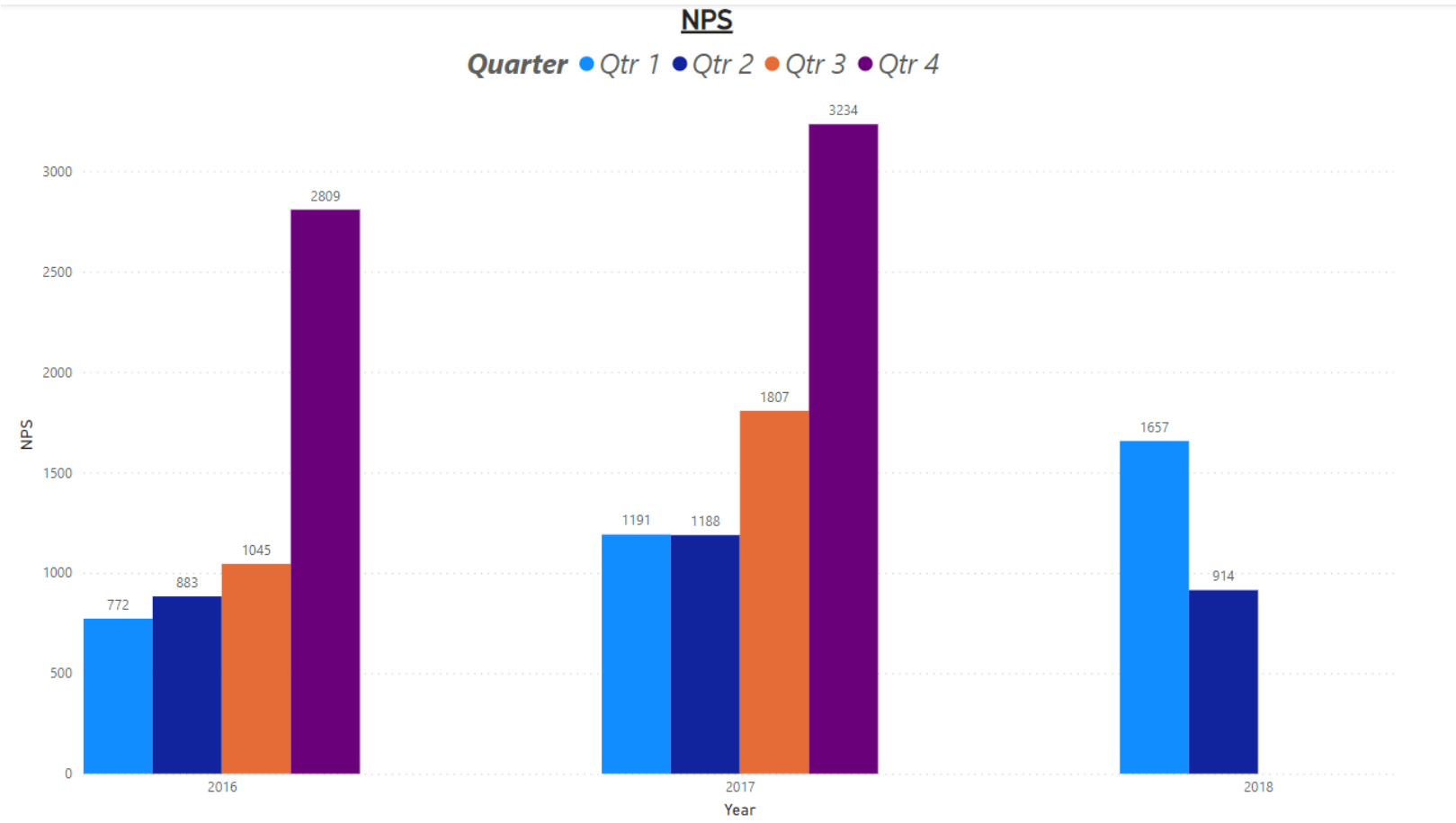
### **KPI 1: -**

Lowest 5 Customer Sales	
CUSTOMERNAME	SALES ▲
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**CSF: -** The order completion rate can be improved along with the quantity and quality of products.



## KPI 2:- NPS Score



**CSF:** - To identify the reason behind the low NFS score, the company can use several methods to detect the reason behind them and overcome to issue, certain measures can be put into position to improve the performance. Along with that more shipping and international trading can also be taken into consideration.

## **Develop two SMART objectives for each of the categories listed above.**

### **1. Overall Revenue**

- a. By launching fresh deals, you can increase revenue by 8% in a matter of months.
- b. Reduce cancellation rates by 40% in the next two years by enhancing quality through the use of superior raw materials.

### **2. Sales Mix**

- a. In the next two quarters, improve the quality of the least moving product and increase sales by 5% by introducing some more fast-moving products.
- b. Introduction with new and innovative schemes and ideas that will help customers while also increasing money for businesses.

### **3. Geographic performance**

- a. Within the next two years, implement culture-specific festival offerings and achieve a small percentage gain in sales by site.
- b. Expansion of delivery areas and setting up new manufacturing units in the developing countries with higher populations

### **4. Weakest customer performance (bottom three)**

- a. To raise revenue by a smaller amount in a year, introduce special offers just for consumers with a buy rate of less than 2%.
- b. By reducing the processing and shipment time for better customer engagement.

## Calculate the overall NPS for the company. What does the score tell us about this enterprise's relations with its customers?

According to the formula of NPS the overall NPS score for a company is calculated as the %Promoters-%Detractors.

Therefore,

$$\begin{aligned}\text{Overall NPS} &= \% \text{ of promoters} - \% \text{ of detractors} \\ &= ((558-1694) / 2823) * 100 \\ &= -40.24 \%\end{aligned}$$

Any NPS score around 0 is considered good, indicating that there are more promoters than detractors. The company has significant adversaries, as indicated by the score of -40.24 percent. To address this problem, the organisation must place a greater emphasis on customer interaction activities and deliver better products and services to both new and existing consumers.

## What is the revenue churn from Q2 to Q3 in 2017?

$$\begin{aligned}\text{Revenue churn} &= Q2 - Q3 / Q2 \\ &= 620484.17 - 1109396.17 / 620484.17 \\ &= -0.788\end{aligned}$$

Therefore, revenue gain is around 79% in Q2 to Q3 in 2017.

## What is the company's cancellation rate (abandon rate for their orders)?

$$\text{Abandon Rate} = \frac{\text{No. of orders cancelled or disputed or on - hold}}{\text{No. of orders offered}} \times 100$$

$$\begin{aligned}\text{Abandon Rate} &= \frac{118}{2823} \times 100 \\ &= 4.18\%\end{aligned}$$

## How much revenue was lost due to cancellation?

Revenue Lost = sum of total cancellation rate  
Therefore the total cancellation rate is: 194487.48