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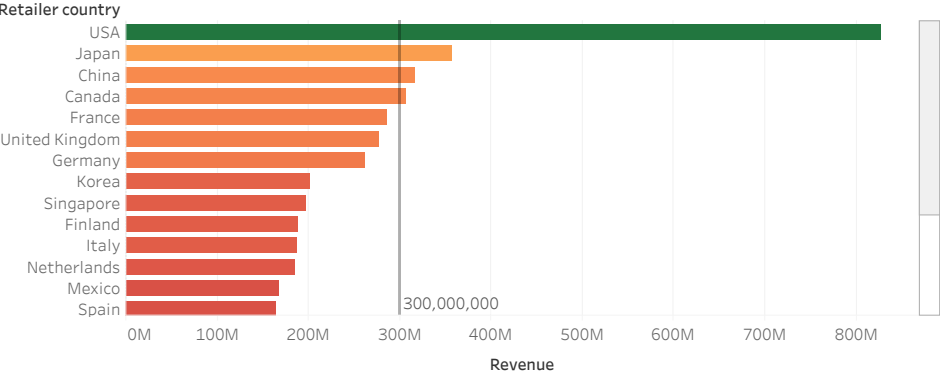
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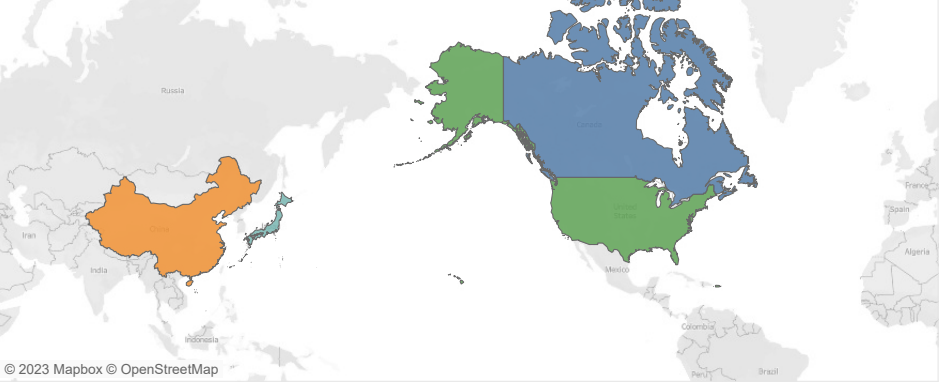
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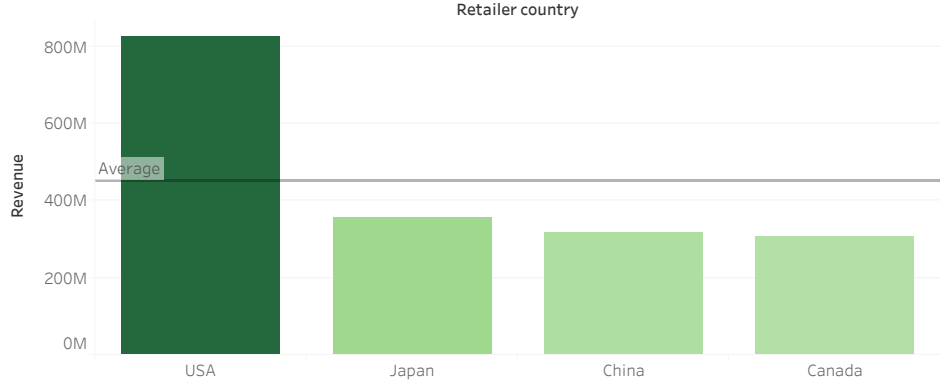
Revenue By Country Over 4 Years



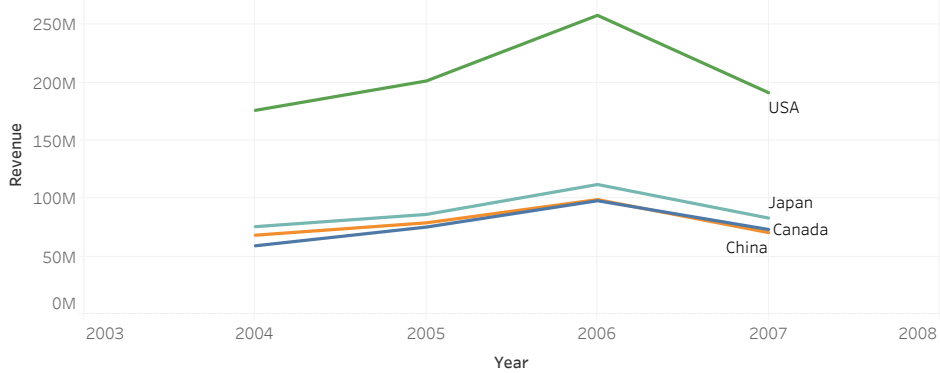
Continental Spread of Top Countries



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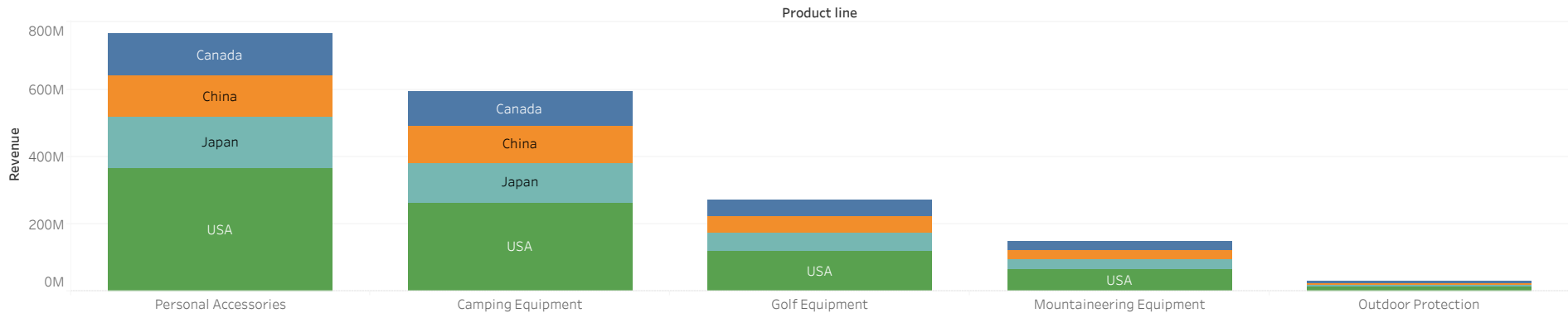
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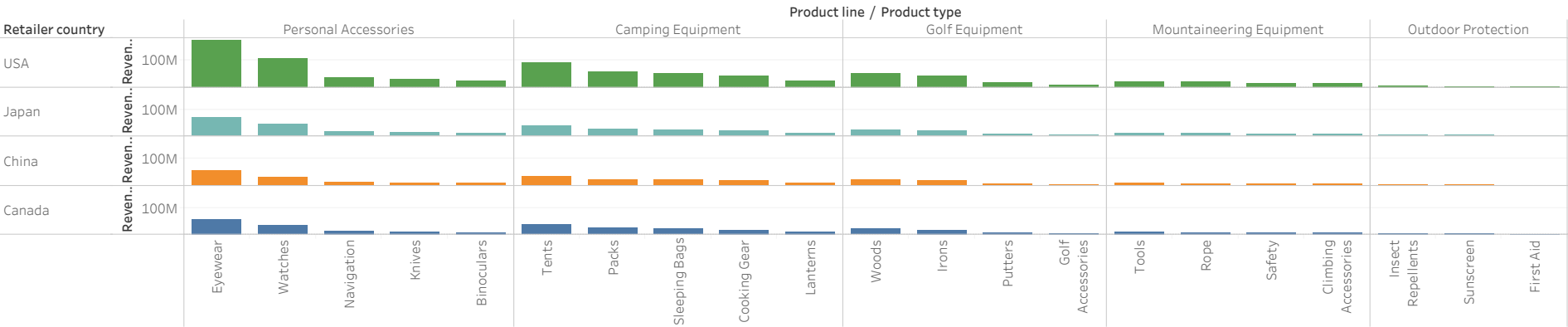
Revenue Insights: Analyzing Revenue by Product Line and Product Type per Country

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Revenue By Product Line Per Top Country



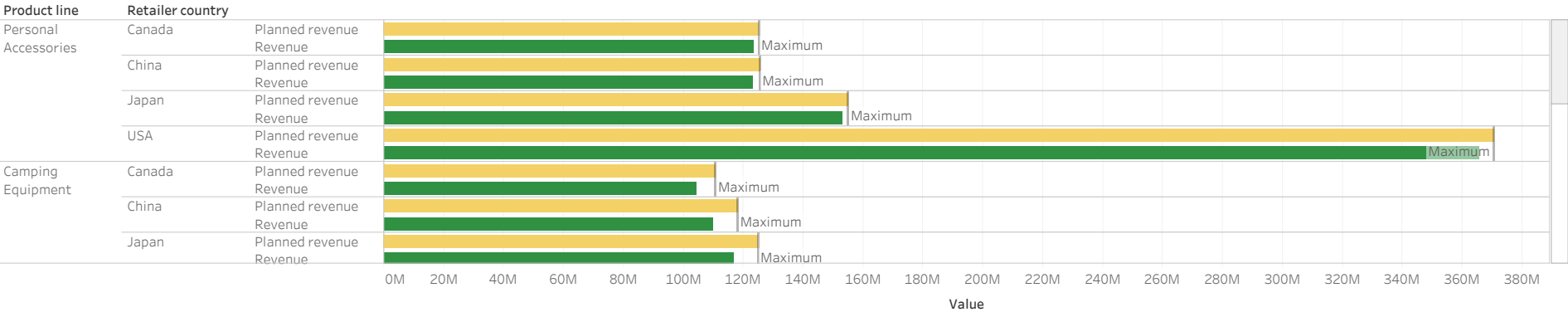
Revenue By Product Type Per Top Country



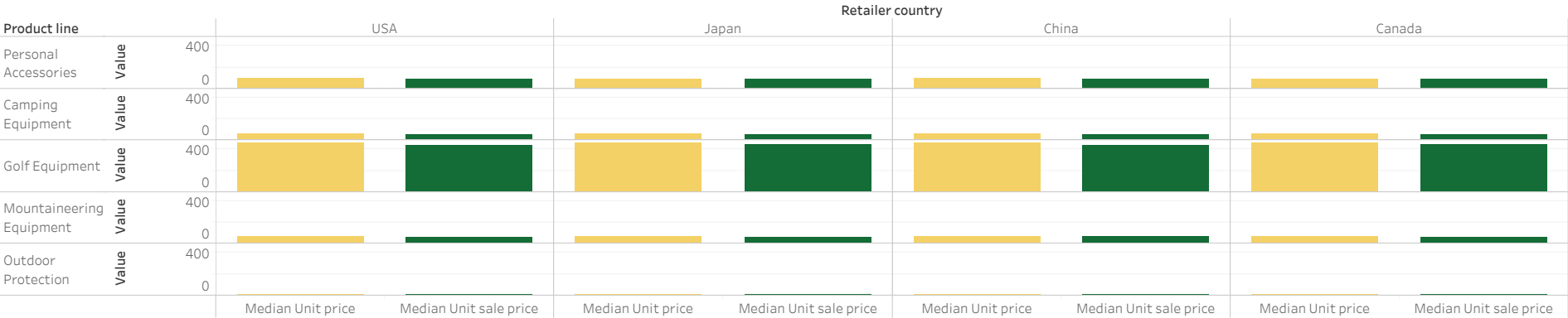
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Planned Vs Actual Revenue Per Product Line Per Top Country



Average Unit Price Vs Average Unit Sale Price



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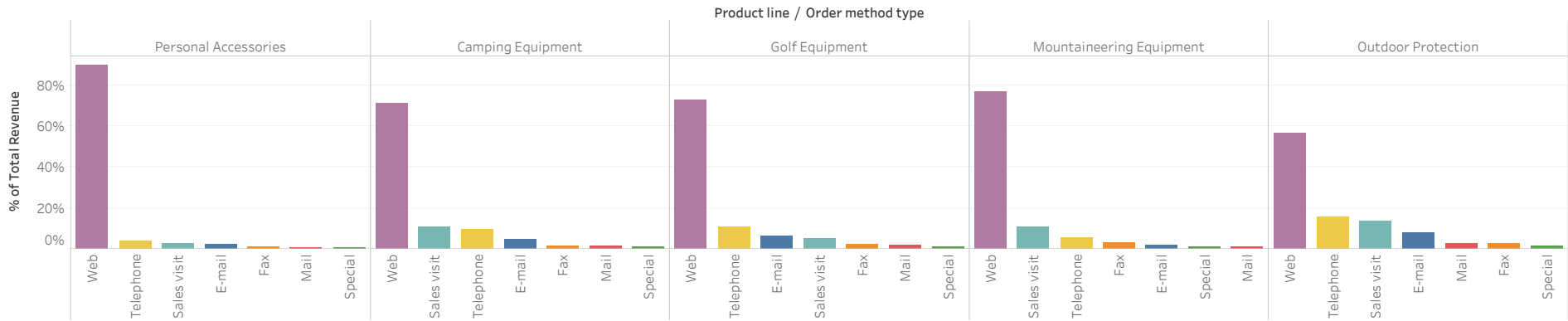
Product line	Product type	Retailer country			
		USA	Japan	China	Canada
Personal	Binoculars	186,012	87,761	72,796	65,621
Accessories	Eyewear	4,064,897	1,650,275	1,332,131	1,345,288
	Knives	1,328,265	547,984	500,822	449,826
	Navigation	342,531	147,728	135,707	135,265
	Watches	855,871	364,474	282,916	274,729
	Cooking Gear	2,126,781	1,002,085	960,882	793,099
Camping Equipment	Lanterns	824,317	369,408	340,842	324,063
	Packs	452,001	196,107	189,413	179,199
	Sleeping Bags	514,481	230,615	217,323	201,301
	Tents	542,912	232,792	217,175	214,089
	Golf Accessories	530,692	221,562	208,122	195,745
Golf Equipment	Irons	63,177	29,336	28,214	24,373
	Putters	211,924	95,705	92,519	79,111
	Woods	52,558	23,175	22,205	20,428
	Climbing Accessories	939,365	404,216	380,784	369,527

Retailer country		Value	Product line														
			Personal Accessories			Camping Equipment			Golf Equipment			Mountaineering Equipment			Outdoor Protection		
USA	Value	200M 0M	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Japan		200M 0M	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
China	Value	200M 0M	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Canada		200M 0M	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
			Revenue	Product cost	Gross profit	Revenue	Product cost	Gross profit	Revenue	Product cost	Gross profit	Revenue	Product cost	Gross profit	Revenue	Product cost	Gross profit

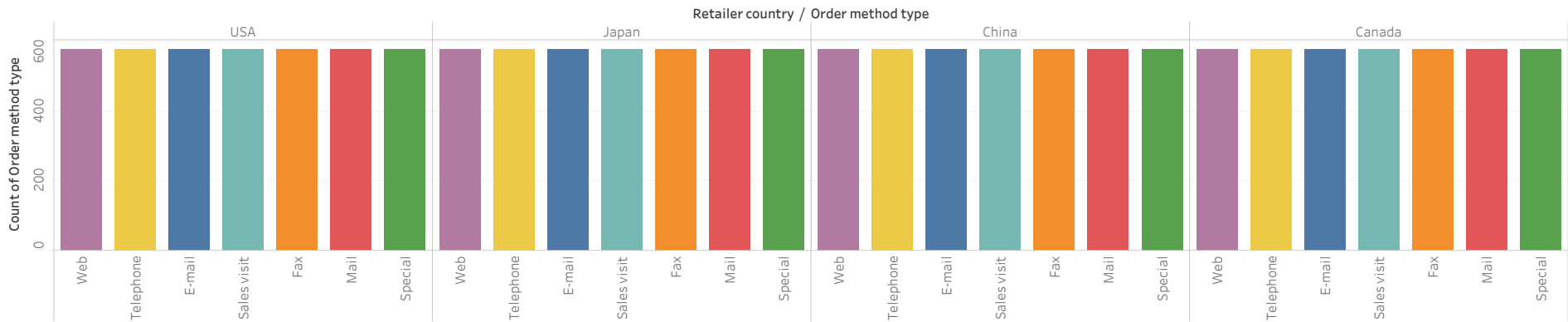
# Order Analysis: Analyzing Revenue Contribution and Volume by Order Type

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Revenue Contribution By Order Method and Product Line



Number of Orders By Order Type



# Appendix

The page provides a summary of why this analysis was carried out and what it hopes to achieve	Table of Content:Here is a summary of the contents provided in the visual analysis	Overview: Identifying Champion Countires, Revenue Genrated and Geographical Spread: This dashboard provides an overview of revenue generated across all countries and shows which countries meet the 300M leadership agreed mark, their 4-year revenue trends and geographical dispersion	Revenue Insights: Analyzing Revenue by Product Line and Product Type per Country: This dashboard starts the analysis of revenue based on the 4 countries selected for meeting the 300M mark. It looks at an analysis of which product lines contribute the most towards revenue. Another chart further breaks down t..	Revenue Insights: Comparing Planned vs. Actual Revenue and Average Unit and Sale Prices: This dashboard shows a comparison of projected revenue and actual revenue. It displays how the sum of planned revenue for all products h..
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WA Company is a US-based business that was founded in 2000 and specializes in the sale of personal accessories, camping equipment, golf equipment, mountaineering equipment, and outdoor protection equipment. After experiencing rapid expansion into other countries, the company has decided to scale back its operations and focus on the countries that have provided \$300M or more in revenue over the last four years (2004-2007). In order to identify the most profitable countries and products, the business analyst has been tasked with conducting a comprehensive analysis of the company's sales data.

This analysis aims to identify the key factors driving revenue growth for WA Company, while also highlighting areas for improvement and potential cost savings. By analyzing the revenue generated by different countries and product lines, the team hopes to identify the most profitable markets and products within those markets and provide recommendations on which products to prioritize going forward.

One key challenge in this analysis is identifying which countries and products are truly profitable. As the company has experienced lower than expected revenue growth, it is important to accurately assess the profitability of each market and product in order to avoid further investment in unprofitable areas.

Ultimately, the goal of this analysis is to provide the management team at WA Company with the insights they need to make data-driven decisions that will help the company grow and become more profitable in the years to come. By focusing on the most profitable countries, products, sales channels, pricing etc., the company can streamline its operations and reduce costs, while also increasing revenue and profitability. The results of this analysis will be beneficial in helping the company achieve these goals and position itself for long-term success.

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Quantities Sold, Revenue and Gross Profit
Popular Order Types and Contribution to Revenue
Appendix and Story Navigation



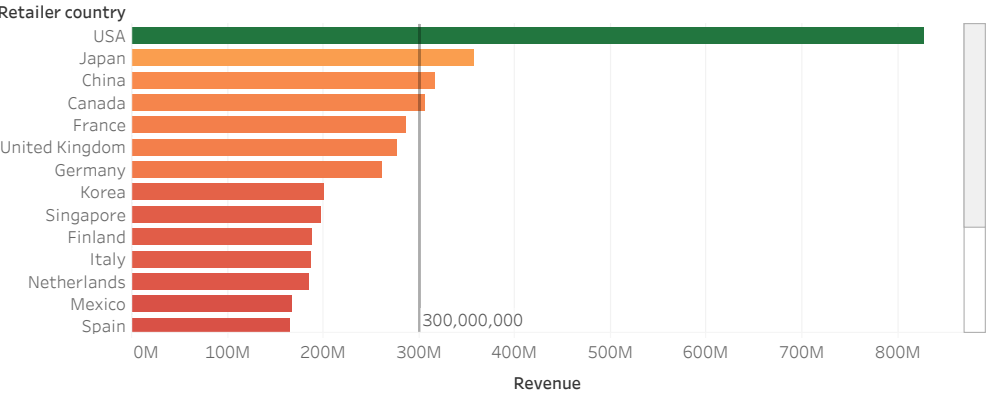
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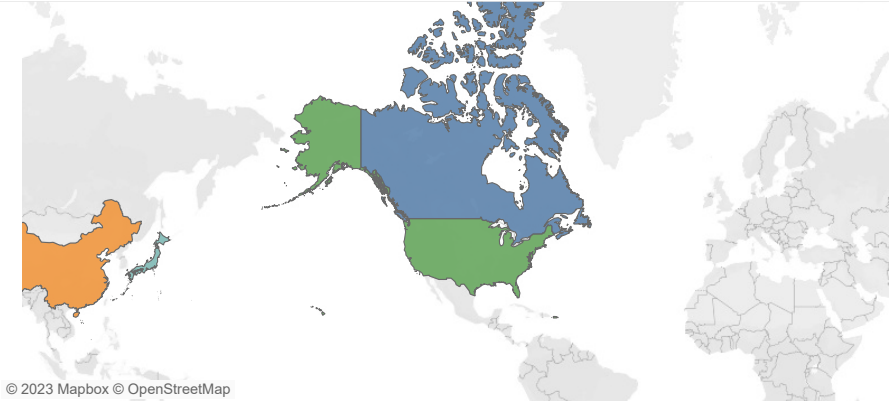
## Overview: Identifying Champion Countires, Revenue Genrated and Geographical Spread

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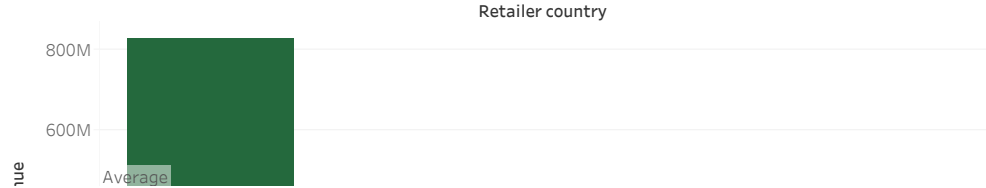
Revenue By Country Over 4 Years



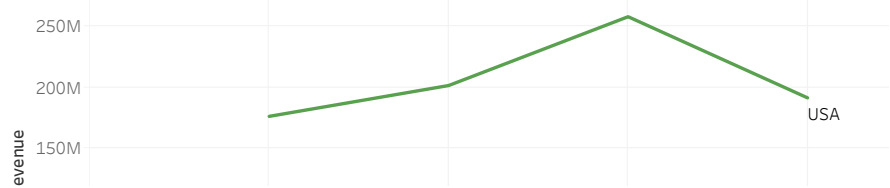
Continental Spread of Top Countries



Countries with 4-year Revenue Above 300M



Revenue Trend Per Top Country Over 4 Years



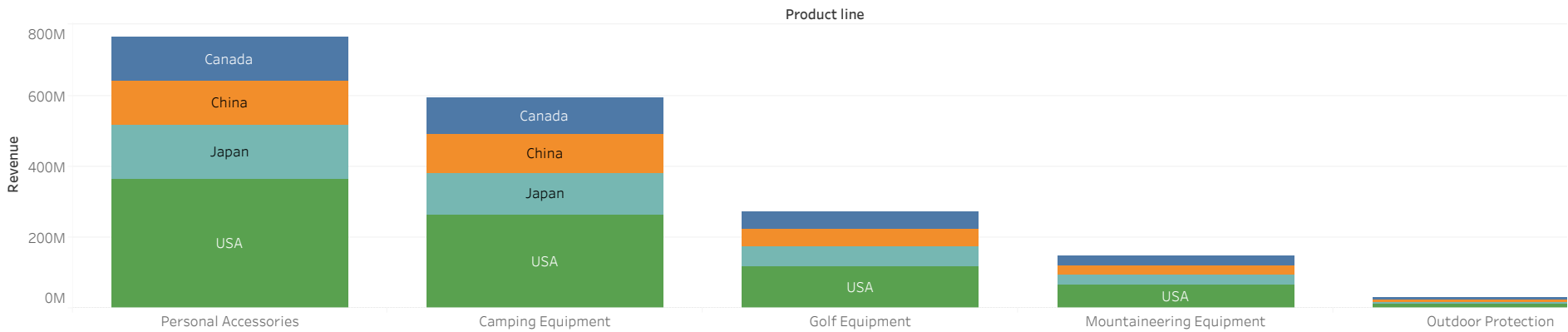
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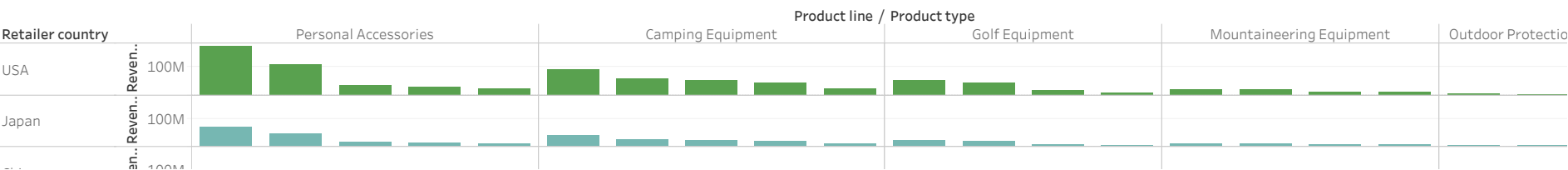
### Revenue Insights: Analyzing Revenue by Product Line and Product Type per Country

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Revenue By Product Line Per Top Country



Revenue By Product Type Per Top Country



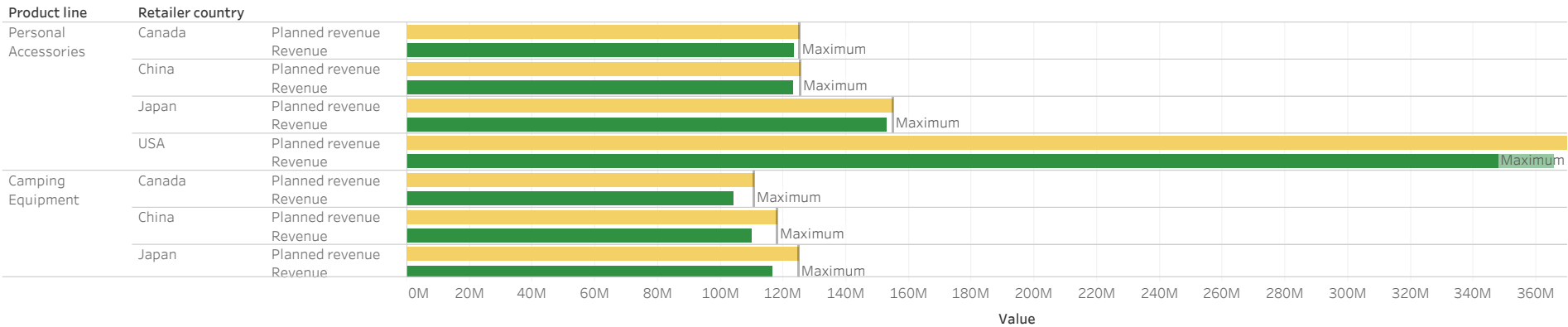
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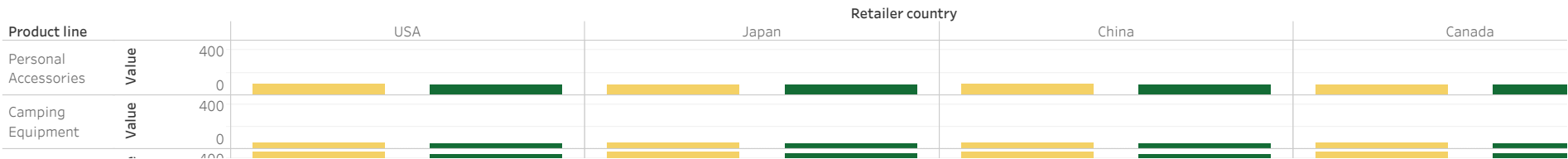
## Revenue Insights: Comparing Planned vs. Actual Revenue and Average Unit and Sale Prices

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### Planned Vs Actual Revenue Per Product Line Per Top Country



### Average Unit Price Vs Average Unit Sale Price



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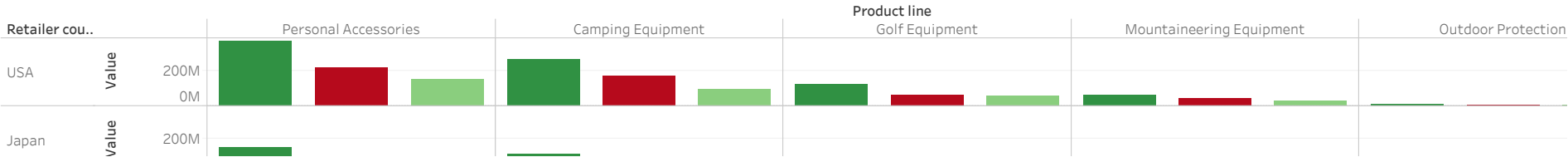
## Sales Metrics: Analyzing Quantity and Revenue vs. Gross Profit by Country

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### Quantity of Products Sold Per Top Country

		Retailer country			
Product line	Product type	USA	Japan	China	Canada
Personal	Binoculars	186,012	87,761	72,796	65,621
Accessories	Eyewear	4,064,897	1,650,275	1,332,131	1,345,288
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	Woods	52,558	23,175	22,205	20,428
Mountaineering	Climbing Accessories	939,365	404,216	380,784	369,527

### Gross Profit by Product Line Per Top Country



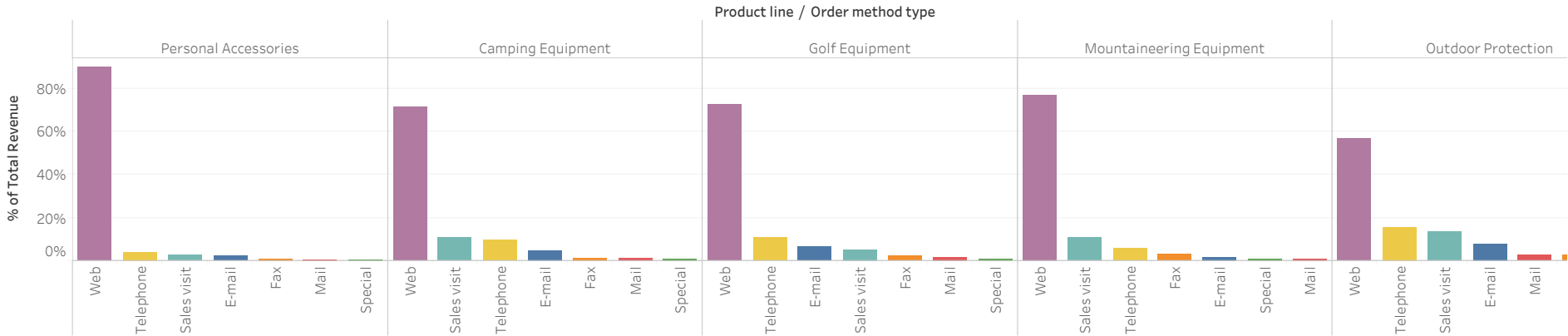
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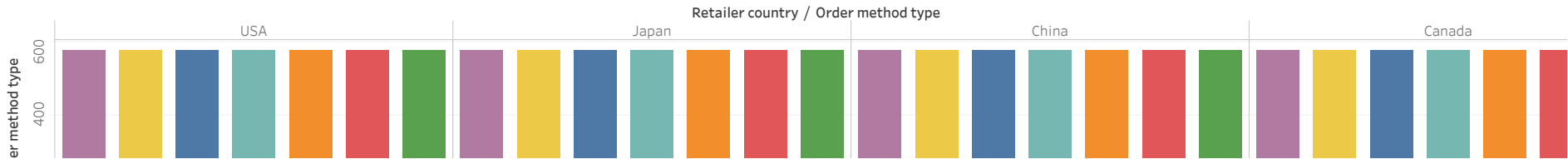
## Order Analysis: Analyzing Revenue Contribution and Volume by Order Type

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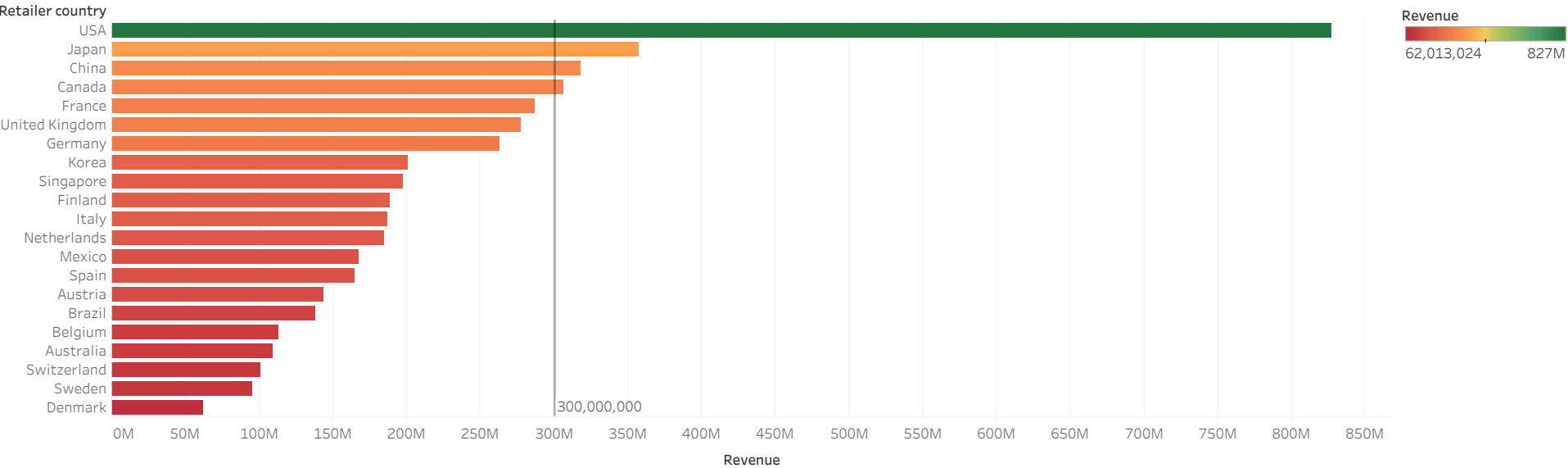
Revenue Contribution By Order Method and Product Line



Number of Orders By Order Type

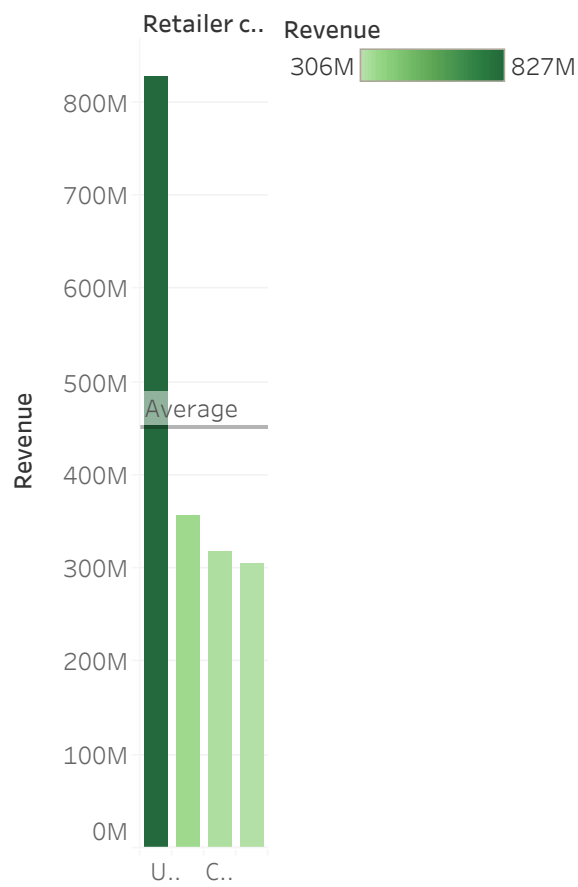


Revenue By Country Over 4 Years



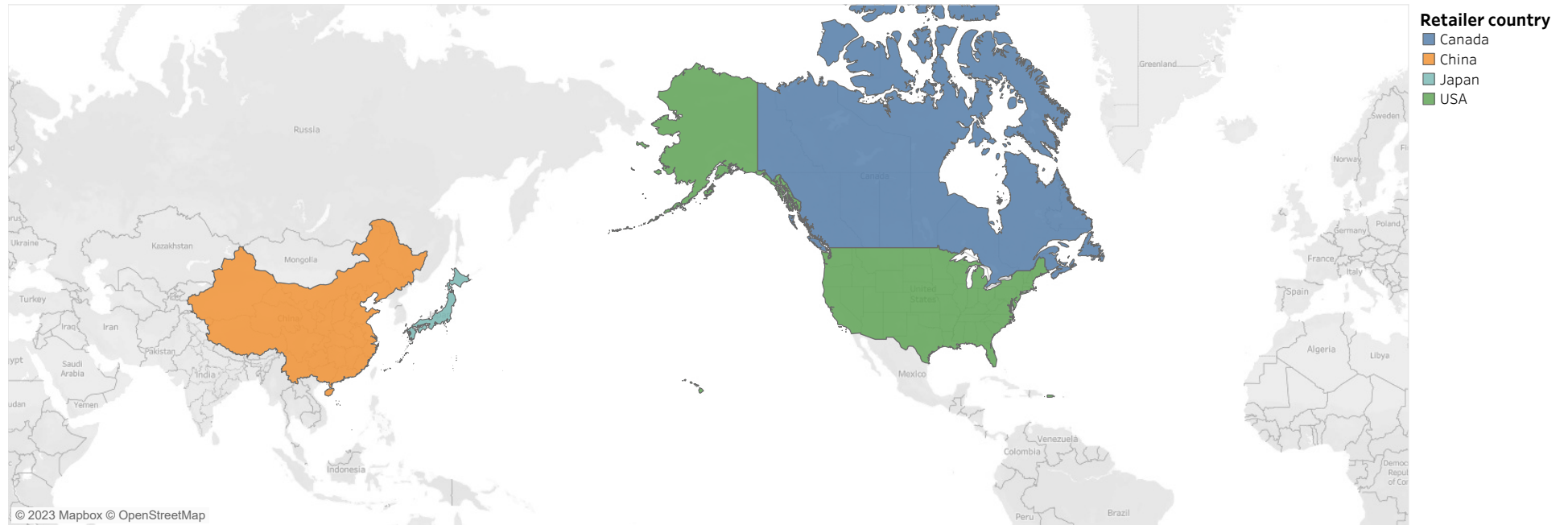
Sum of Revenue for each Retailer country. Color shows sum of Revenue.

Countries  
with 4-year  
Revenue  
Above 300M



Sum of Revenue for each Retailer country. Color shows sum of Revenue. The data is filtered on Top Countries, which keeps True.

## Continental Spread of Top Countries



Map based on Longitude (generated) and Latitude (generated). Color shows details about Retailer country. The data is filtered on Top Countries, which keeps True. The view is filtered on Latitude (generated) and Longitude (generated). The Latitude (generated) filter keeps non-Null values only. The Longitude (generated) filter keeps non-Null values only.

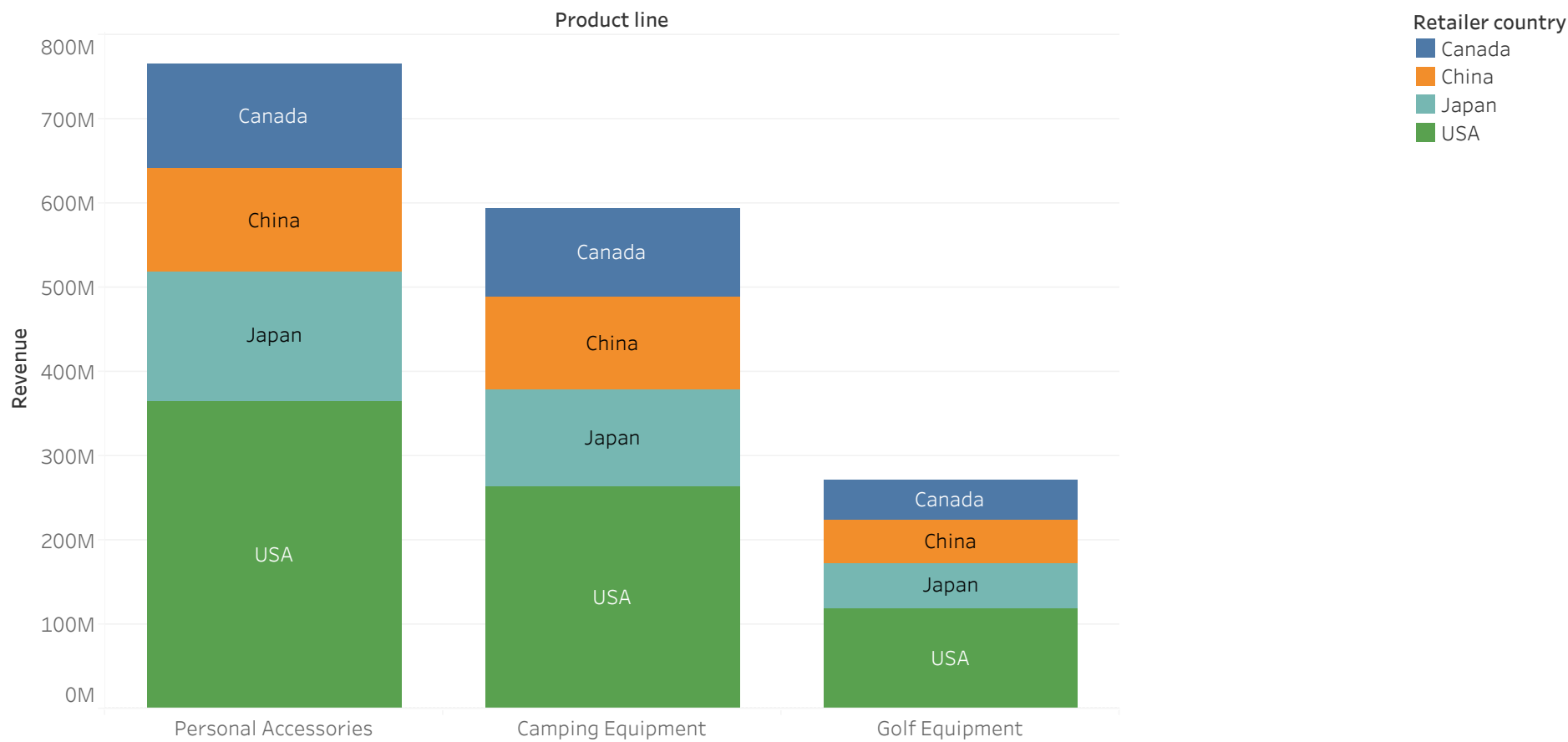


Revenue Trend Per Top Country Over 4 Years



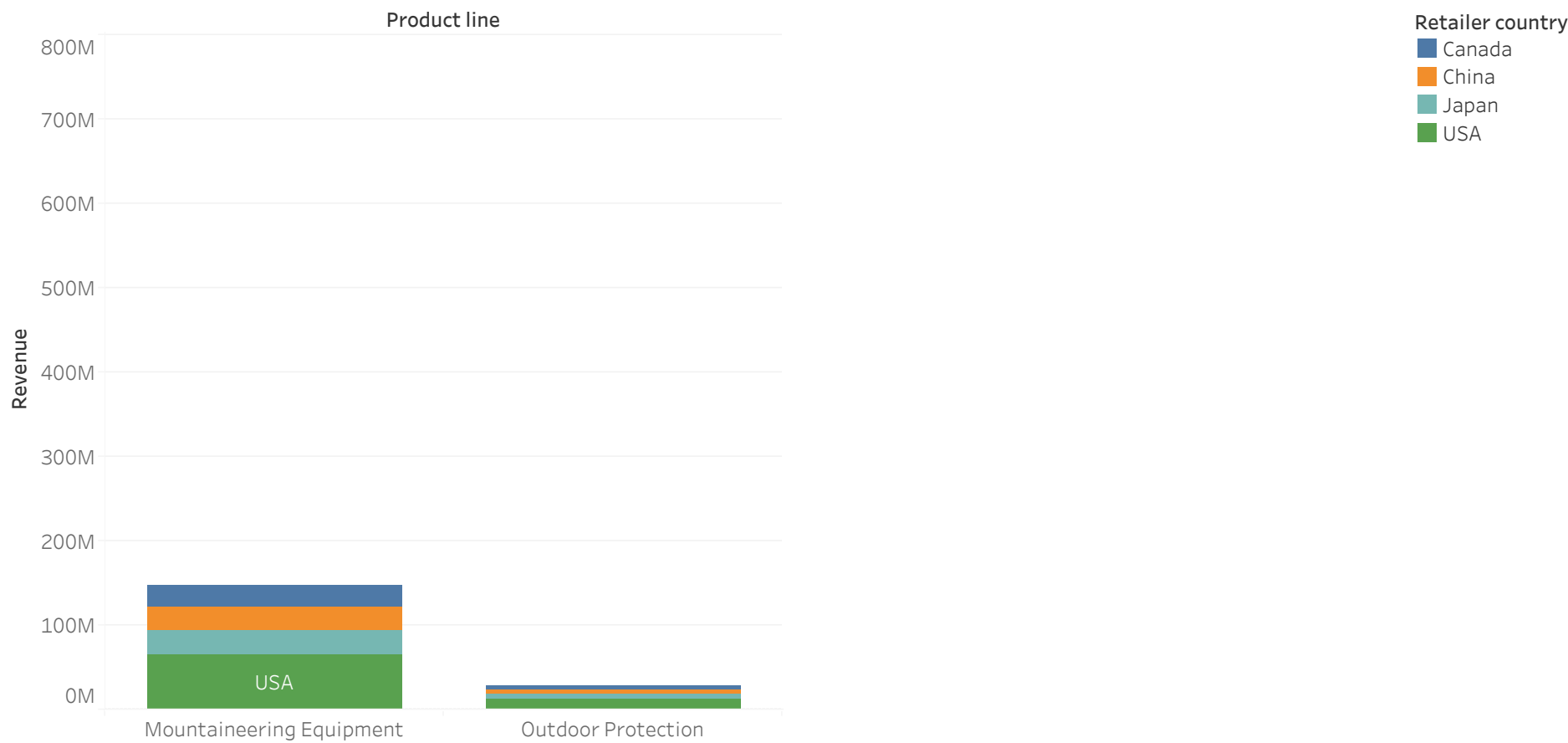
The trend of sum of Revenue (actual & forecast) for Year. Color shows details about Retailer country. The marks are labeled by Retailer country. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Revenue By Product Line Per Top Country



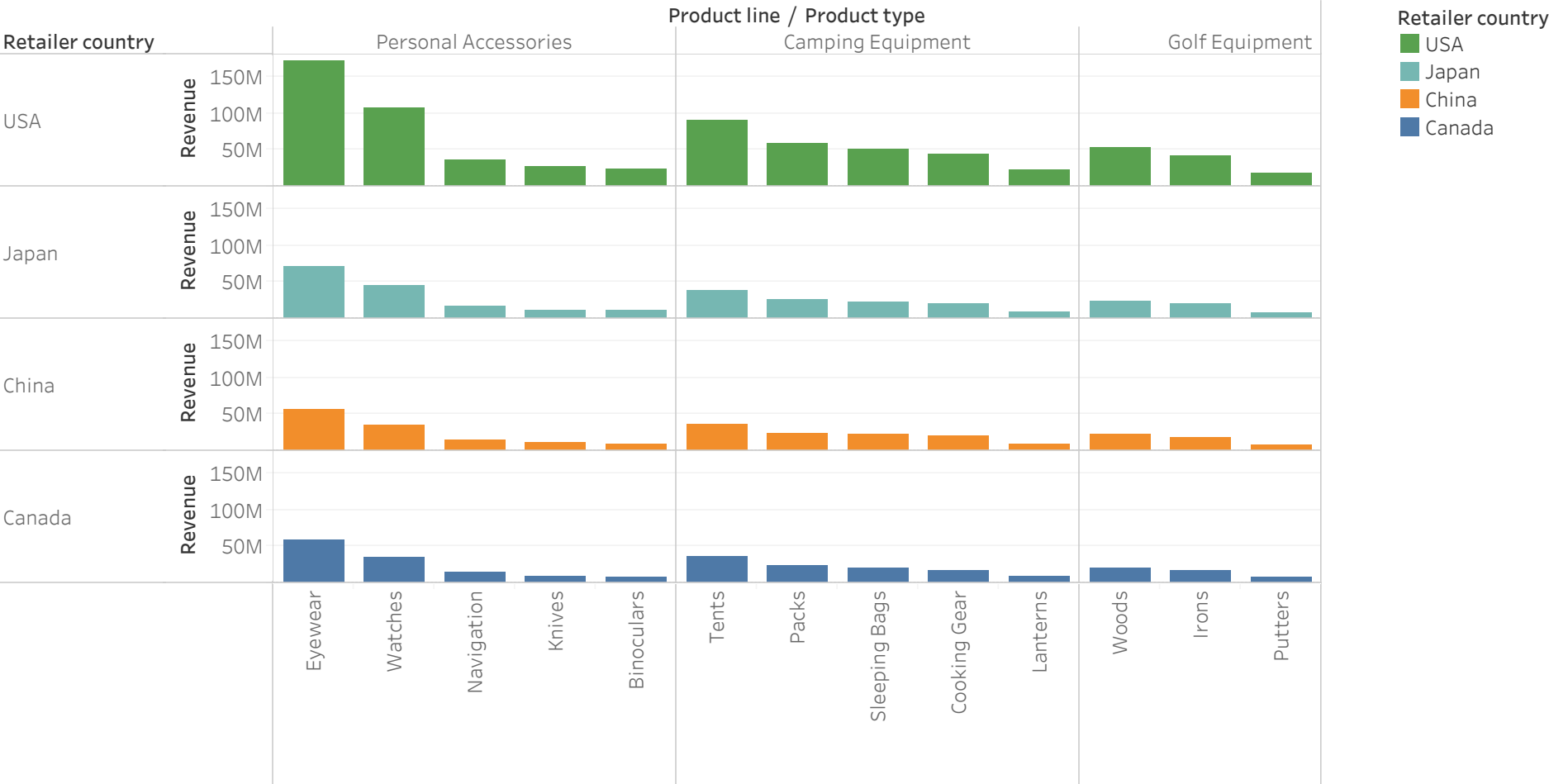
Sum of Revenue for each Product line. Color shows details about Retailer country. The marks are labeled by Retailer country. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Revenue By Product Line Per Top Country



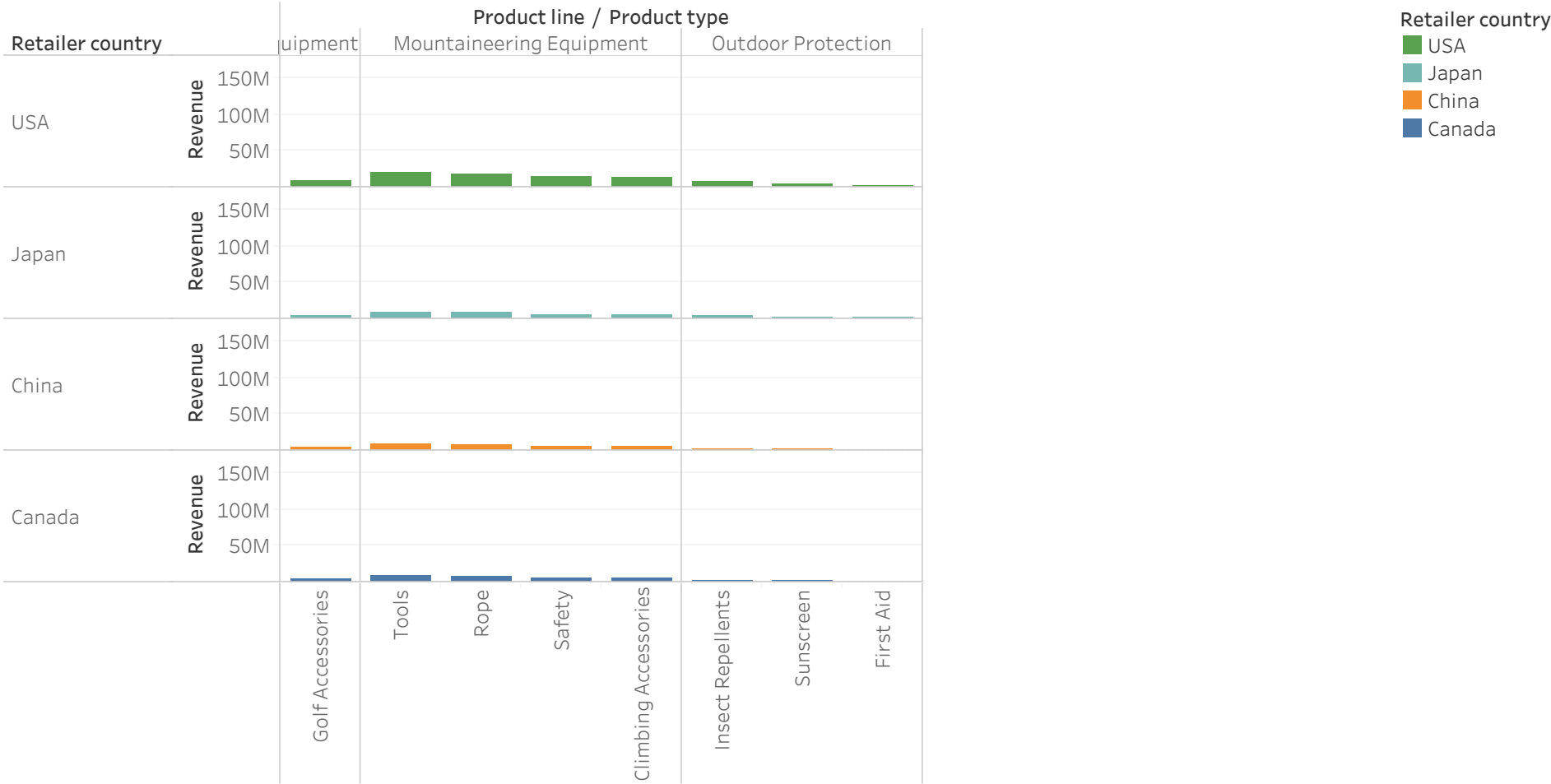
Sum of Revenue for each Product line. Color shows details about Retailer country. The marks are labeled by Retailer country. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Revenue By Product Type Per Top Country



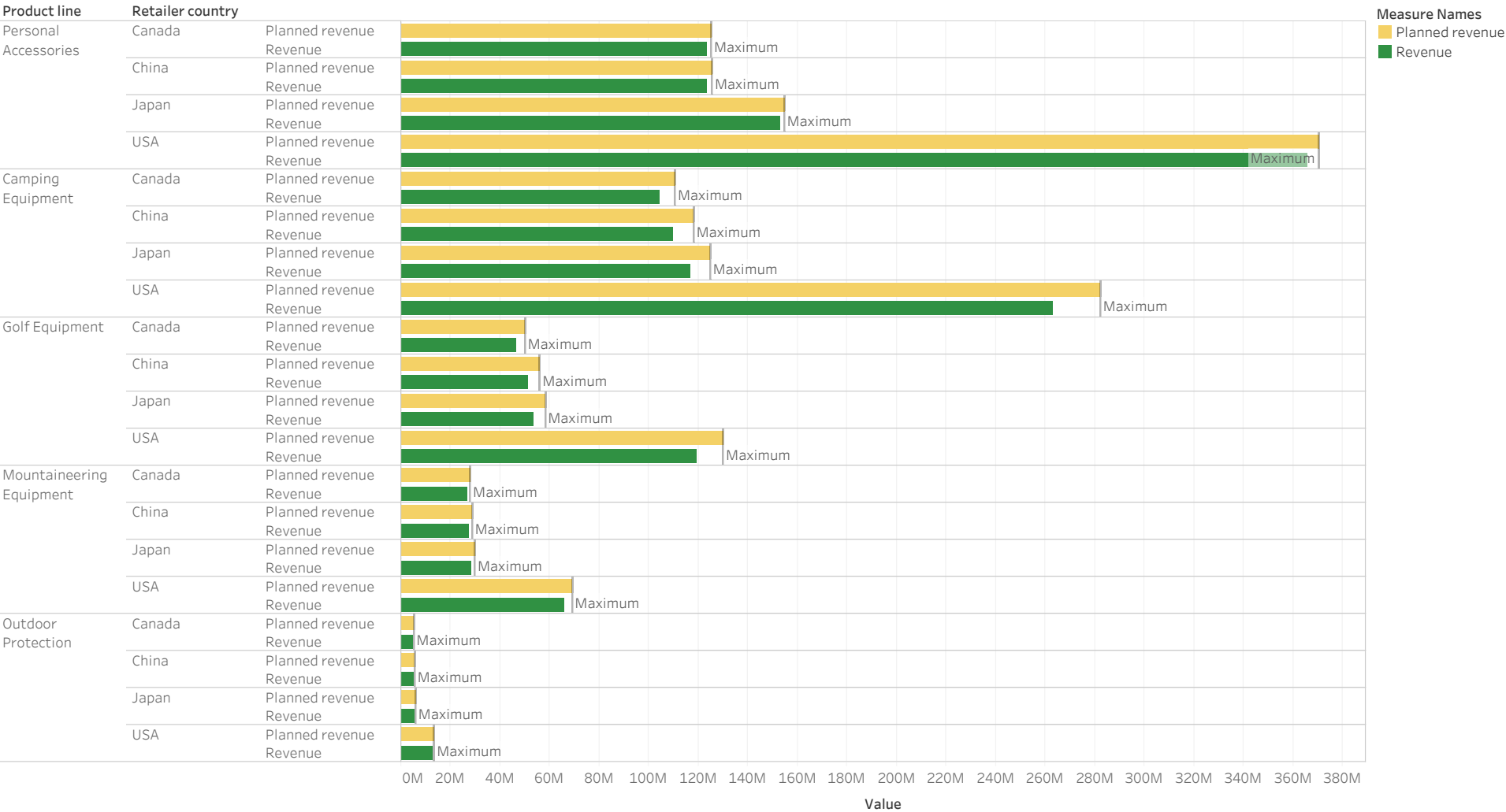
Sum of Revenue for each Product type broken down by Product line vs. Retailer country. Color shows details about Retailer country. The data is filtered on Year, which ranges from 2004 to 2007. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Revenue By Product Type Per Top Country



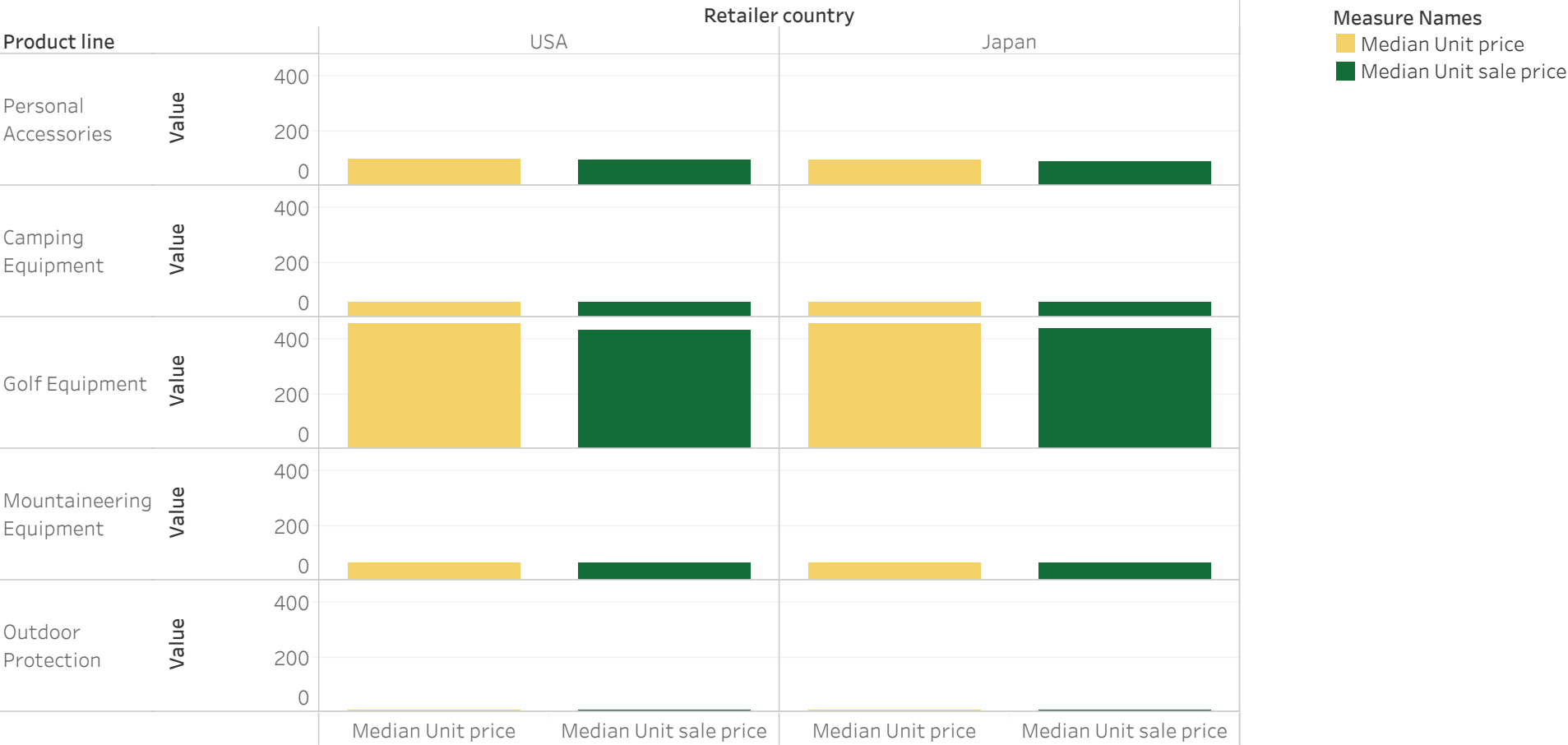
Sum of Revenue for each Product type broken down by Product line vs. Retailer country. Color shows details about Retailer country. The data is filtered on Year, which ranges from 2004 to 2007. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

Planned Vs Actual Revenue Per Product Line Per Top Country



Planned revenue and Revenue for each Retailer country broken down by Product line. Color shows details about Planned revenue and Revenue. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Average Unit Price Vs Average Unit Sale Price



Median Unit price and Median Unit sale price for each Retailer country broken down by Product line. Color shows details about Median Unit price and Median Unit sale price. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

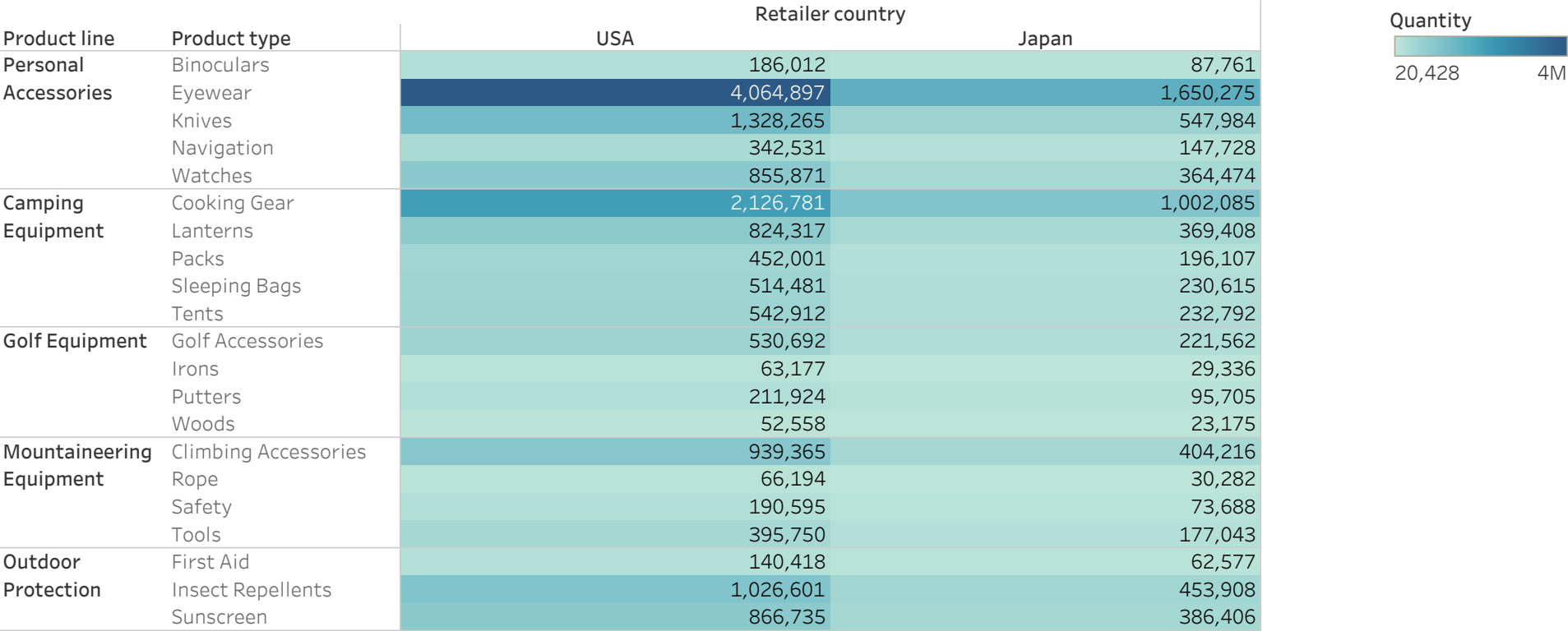
# Average Unit Price Vs Average Unit Sale Price



Median Unit price and Median Unit sale price for each Retailer country broken down by Product line. Color shows details about Median Unit price and Median Unit sale price. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.



# Quantity of Products Sold Per Top Country



# Quantity of Products Sold Per Top Country



Sum of Quantity broken down by Retailer country vs. Product line and Product type. Color shows sum of Quantity. The marks are labeled by sum of Quantity. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Gross Profit by Product Line Per Top Country



Revenue, Gross profit and Product cost for each Product line broken down by Retailer country. Color shows details about Revenue, Gross profit and Product cost. The data is filtered on Year, which ranges from 2004 to 2007. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Gross Profit by Product Line Per Top Country



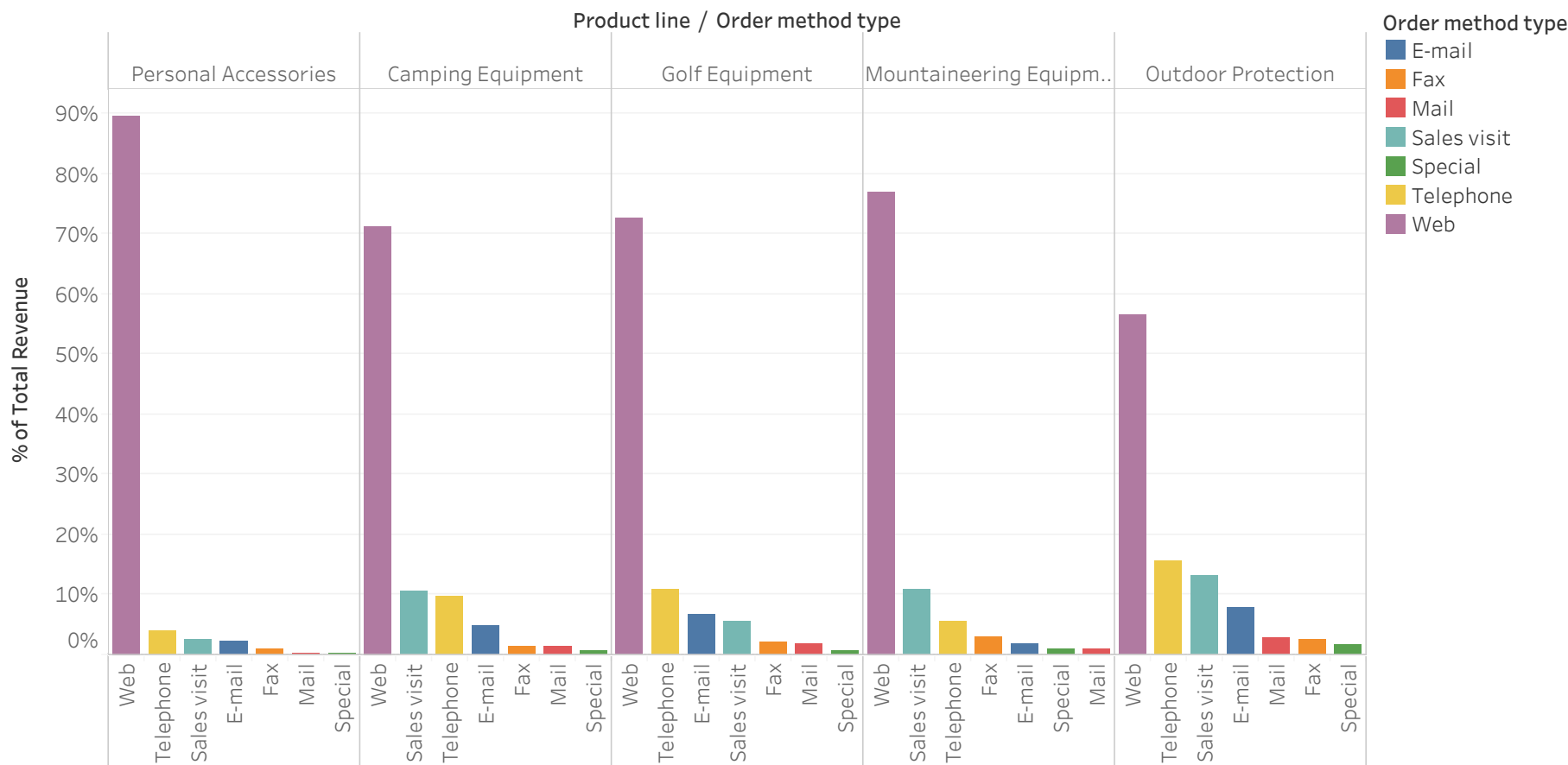
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# Gross Profit by Product Line Per Top Country



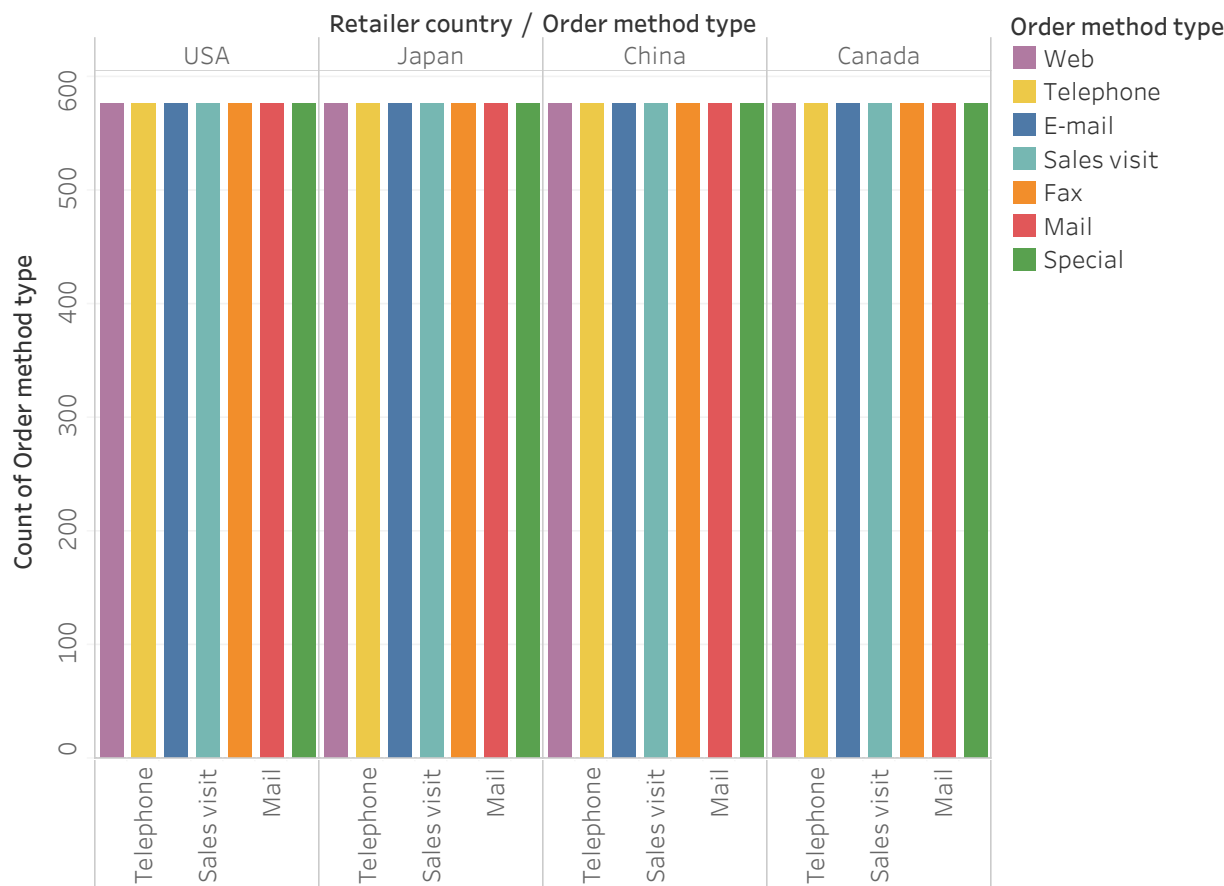
Revenue, Gross profit and Product cost for each Product line broken down by Retailer country. Color shows details about Revenue, Gross profit and Product cost. The data is filtered on Year, which ranges from 2004 to 2007. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.

# Revenue Contribution By Order Method and Product Line



% of Total Revenue for each Order method type broken down by Product line. Color shows details about Order method type.

# Number of Orders By Order Type



Count of Order method type for each Order method type broken down by Retailer country. Color shows details about Order method type. The view is filtered on Retailer country, which keeps Canada, China, Japan and USA.