Data Warehousing
(AIK232)

Lab2 – part 2

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Report

Analysis:

We can observe that both businesses were in expansion, overall sales have been increasing from 2010 to 2013, but there is a drastic drop in sales in 2014(Fig. 1).

Since the number of units sold through internet channel was only of 14 units in 2010, we can conclude that the business might have started selling through this channel at that year. It has demonstrated a growth through the years with an exponential increase in 2013, surpassing the reseller sales (Fig.1).

Until 2012 there was a clear trend in reseller business, with stable growing sales higher than the internet business. On the other hand, it is possible to observe that the growth on internet sales impacted reseller business from 2013 (Fig.1).

Finally, in2014 sales dropped for both businesses. Internet sales had a drastic drop but maintained some level of sales with 1970(Fig.1).
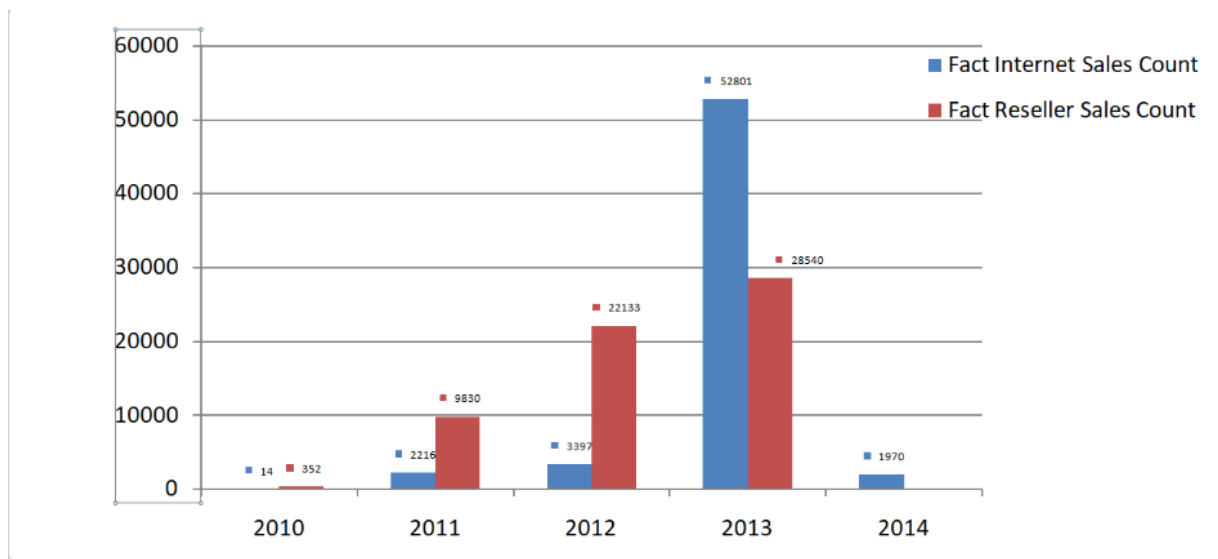
Figure 1. Comparison of Total Sales Internet x Reseller

Although the internet sales seem to be growing more than the reseller business, when comparing total sales from all the years there isn't a big difference, total sales for internet summed up 60.398 and for reseller, 60.855. The rate of growth though for internet sales was much higher 17540% from 2010 to 2014, while for reseller was 3147%.

There is a huge rise in overall sales for 2013 with 81341 units and internet sales dominating reseller with almost 65% of annual sales.

Conclusion:

We can conclude that the introduction of the internet sales doubled the size of the business. The drastic drop in 2014 could also indicate that in the occurrence of a crisis, internet sales tend to have a lower impact, of course more information to the reasons that led to this decrease in sales would be required for conclusiveness.

Moreover, necessary ways of advertising to get better reach by providing possible discounts on reseller purchases or guaranteed quick deliveries on internet sales can be implemented to increase overall sales.