

Instructions for Report Use

Page 1. Table of Content

- Use to keep track the report easier by reading list of Report's Main Contents


Page 2. Company Introduction

- Informing the basic introduction of VanArsdel such as the type of the business, industry of goods, main business activities and location

Page 3. Data Description

- Briefly introducing 2 sets of data used for the report

Page 4. Sales Growth


- Covering the indexes of Sales Growth:
 - + **Total Sales YTD**: Total sold units of all available sales data (from Q1/2022 to Q2/2016)
 - + **Current Sales**: Total sold units in the 2 first quarters of 2016
 - + **Previous Sales**: Total sold units in the 2 first quarters of 2015
 - + **Sales Growth**: Calculated by dividing current sales to previous sales and minus 1, indicates the percentage change of the sales over a given period.
- Line chart demonstrates the **Fluctuations of Sales** over periods (year, quarter, month), click  to customise the chart
- Click 3 slicers to observe the indicators and chart with specific condition(s) such as Category, Segment and Time. Reclick to unchoose the option(s).

Page 5. Sales Allocation

- Bar Chart demonstrates the **Top 10 Most Sales Products** (ranked by the value of unit)
- 2 Donut Charts illustrate the **Proportion of each Category** and **Segment** over the total sales
- Column Charts illustrates **Top 10 Most Sales by Region**
- Table includes the **Products with the Total Sales below 10 units**, combining with the unit cost

Page 6. Revenue & Profit

- Covering the indexes of Revenue and Profit:
 - + **Product Profit**: Total Profit earned from Q1/2022 to Q2/2016

- + **Product Revenue**: Total Profit earned from Q1/2022 to Q2/2016
- + **Average Revenue Per Unit**: Average Revenue Per Unit earned from Q1/2022 to Q2/2016
- Stacked Column Chart demonstrates the **Fluctuations of Revenue & Profit** over periods (year, quarter, month), click  to customise the chart
- Bar Chart demonstrates the **Top 10 Most Profitable Products** (ranked by the value of profit)
- 2 TreeMaps show the **Proportion Product Profit of each Category** and **Segment** over the total product profit

Page 7. Campaign Valuation

- The Card expresses the **Customer Retention Rate**
- Bar Chart demonstrates **The Most Sales Traffic Channel**
- Column Charts illustrates **The Most Sales by Devices**
- Line Chart illustrates the **Fluctuations of Sales by Devices** over years
- Click 2 slicers to observe the indicators and chart with specific condition(s) such as Category and Segment. Reclick to unchoose the option(s).

Page 8. Forecast & Planned Budget

- Pie Chart shows **Proportion Budget of each Segment** over the total budget in 2016
- Clustered Bar Chart demonstrates **The Most Plan Budget by Category**; and the **Budget Comparison in 2015 & 2016**
- Area Chart displays and compares graphically quantitative data of **Cumulative Sales, Budget and Forecast** monthly in 2017.

Page 9. Highlight Insights & Recommendation

- Summarizations of main conclusions from the reports
- Solution Suggestions for VanArsdel

Page 10. Appendix

- Added Notes includes Report Insights, Instructure for Report Use and Data Processing Description

IMPORTANT NOTES

- Users can interact with the visuals by selecting a data point on one of the visuals and all the other visuals that contain that data change, based on that selection