

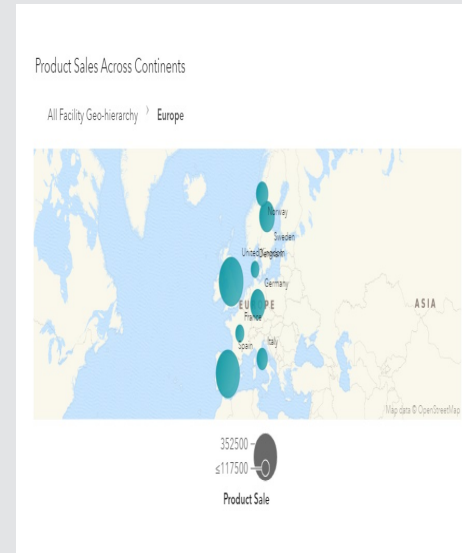
Final Report

Creation Date: Friday, October 16, 2020 09:21:30 PM

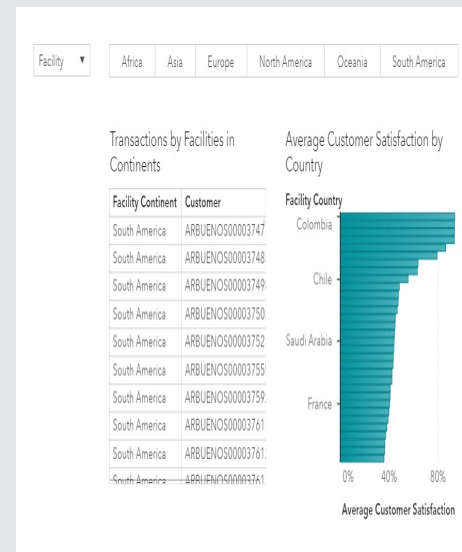
Author: 20494381@students.latrobe.edu.au

Insight Toy Company 2017

Task 2: Report summarises the gross margin and product sales in 2017.



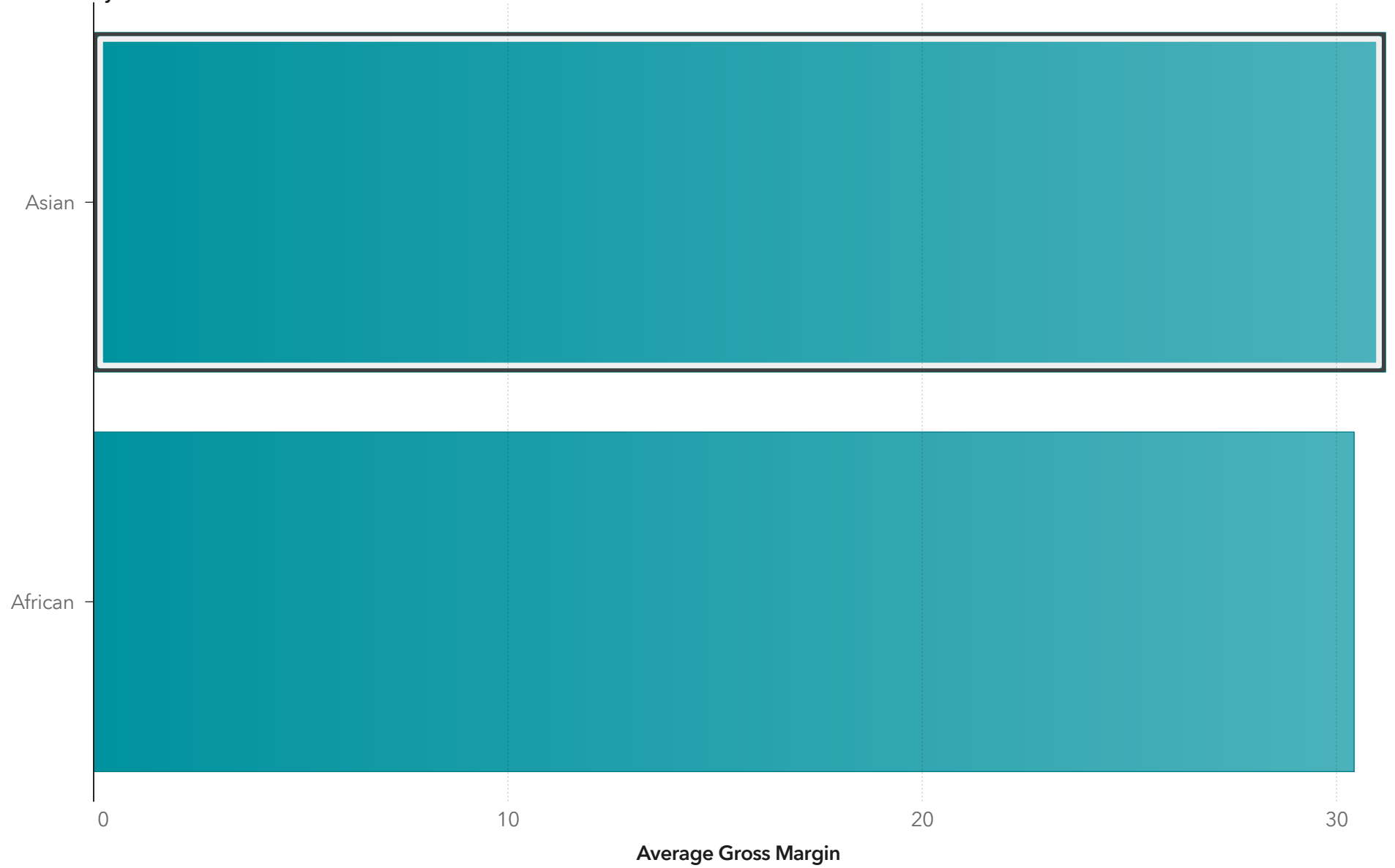
Task 4:
Report identifies the correlations between facility attributes and customer satisfaction.



Product wise Avg Gross

Average Gross Margin Across Products

Product Style



A1.1

Region wise Avg Gross

Average Gross Margin Across Continents

Facility City

Jakarta

0

2

4

6

8

Average Gross Margin

A2.1

Sale and Gross Margin

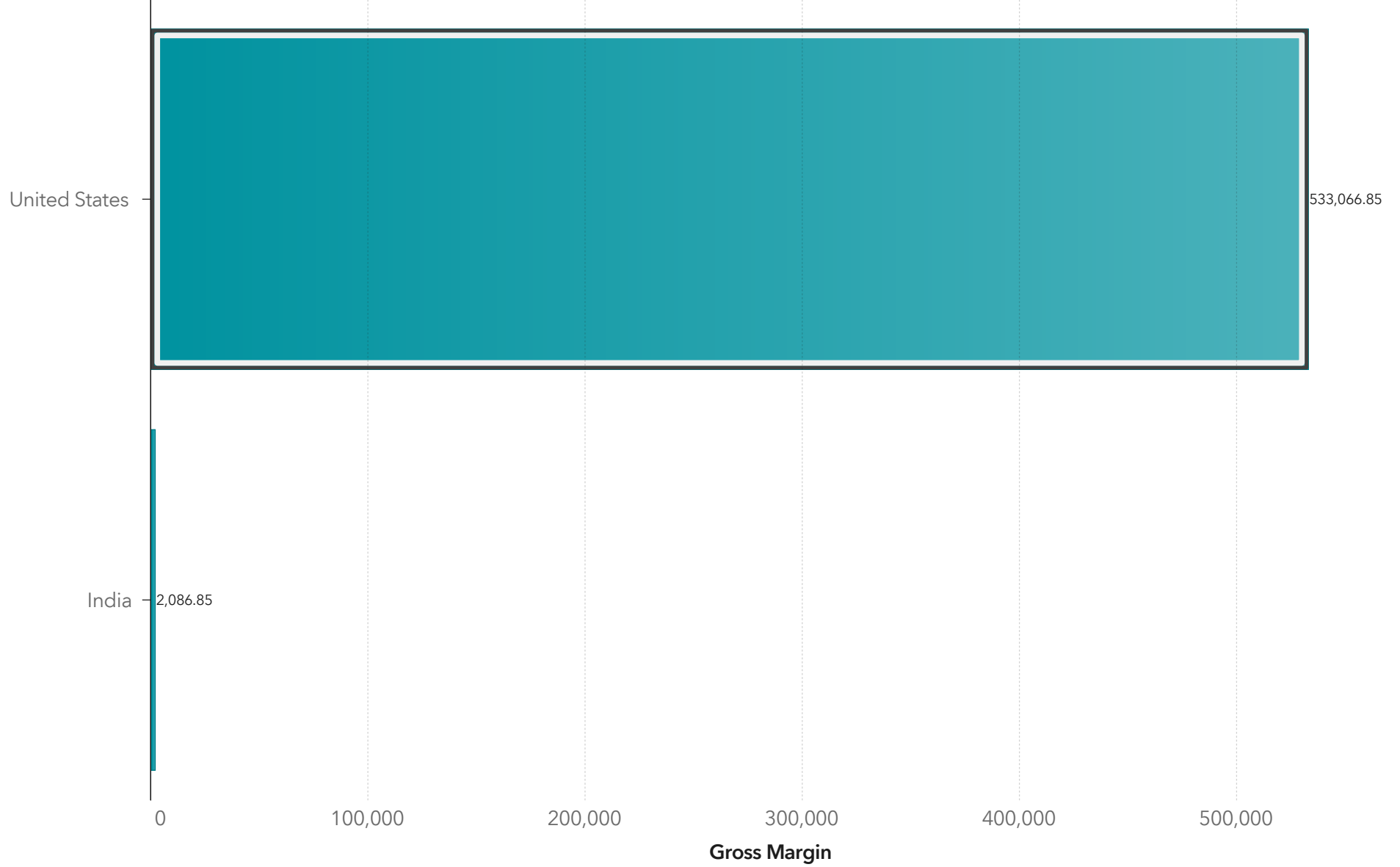
Regional Product Sales and Gross Margin

Facility Continent ▲	Africa								Asia
Facility Country ▲	Egypt		Morocco		Nigeria		South Africa		China
	Product Sale	Gross Margin	Product Sale ▲	Gross Margin	Product Sale	Gross Margin	Product Sale	Gross Margin	
	65555	11,423.88	79928	15,408.48	83638	15,714.17	48487	8,379.01	

Gross Margin by Country

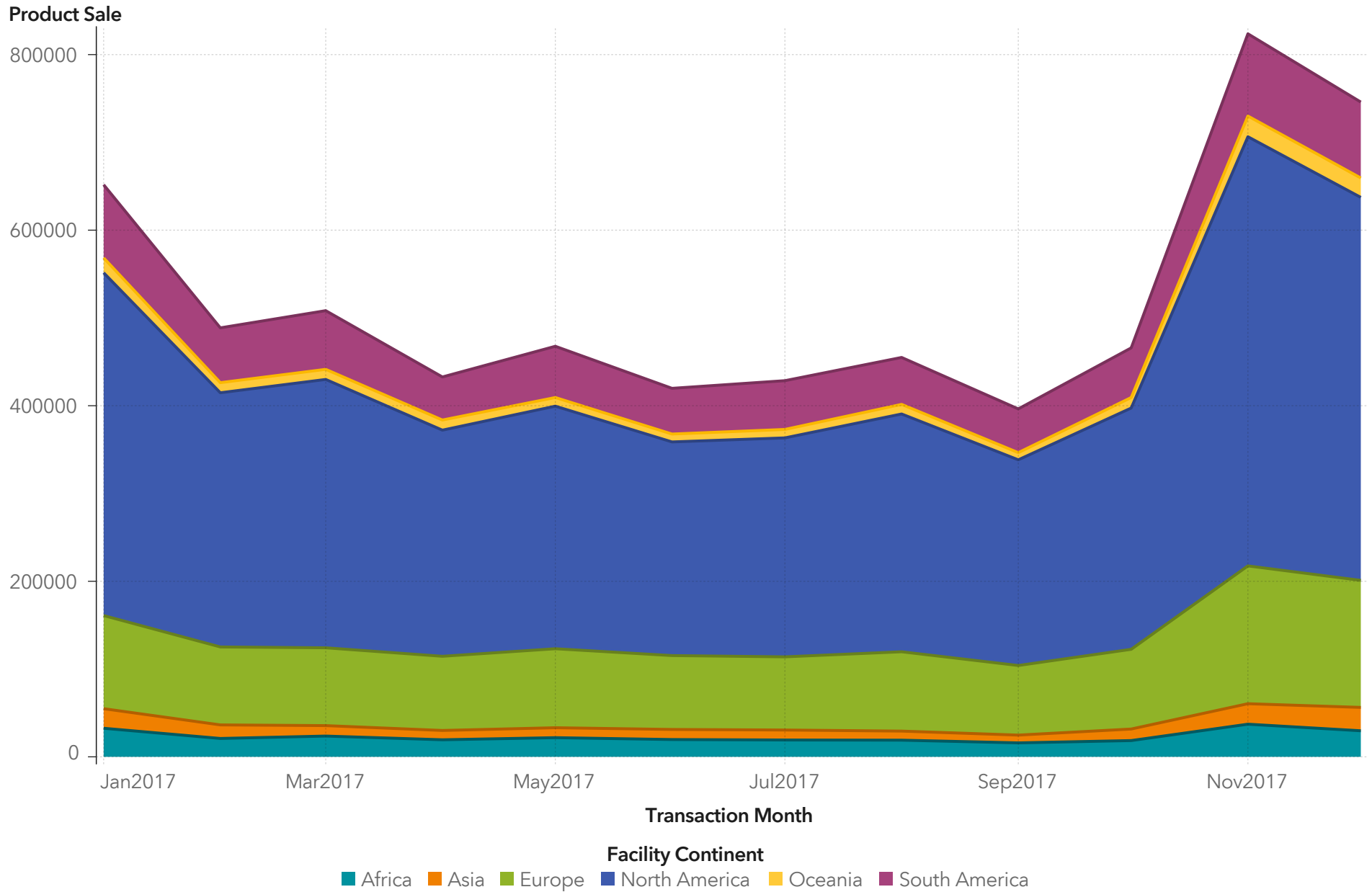
Gross Margin by Country

Facility Country



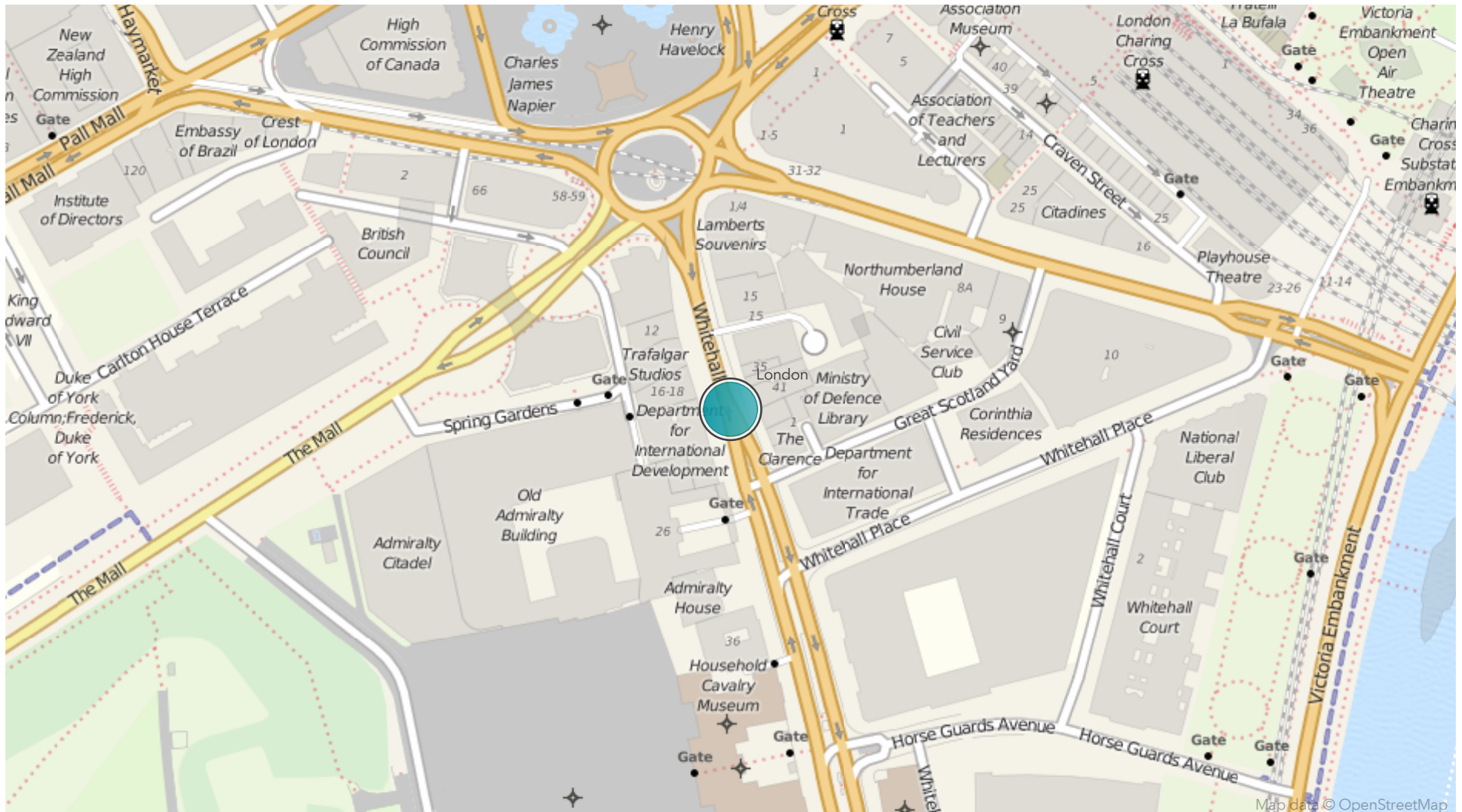
Product Sales in 2017

Product Sales by Continents in 2017



Product Sales Across Continents

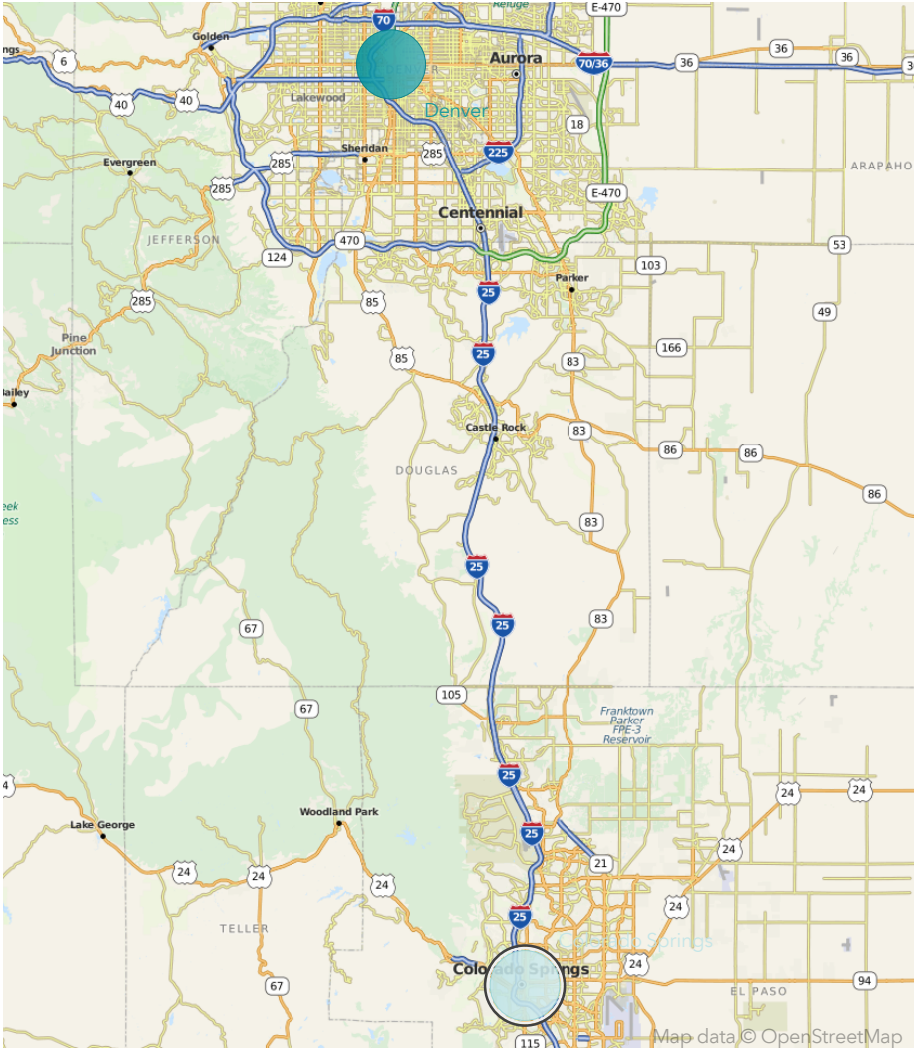
Product Sales Across Continents



169857 —●—
≤56619 —○—
Product Sale

Average Customer Satisfaction in Facilities

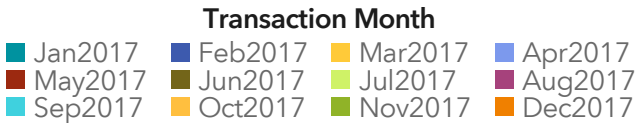
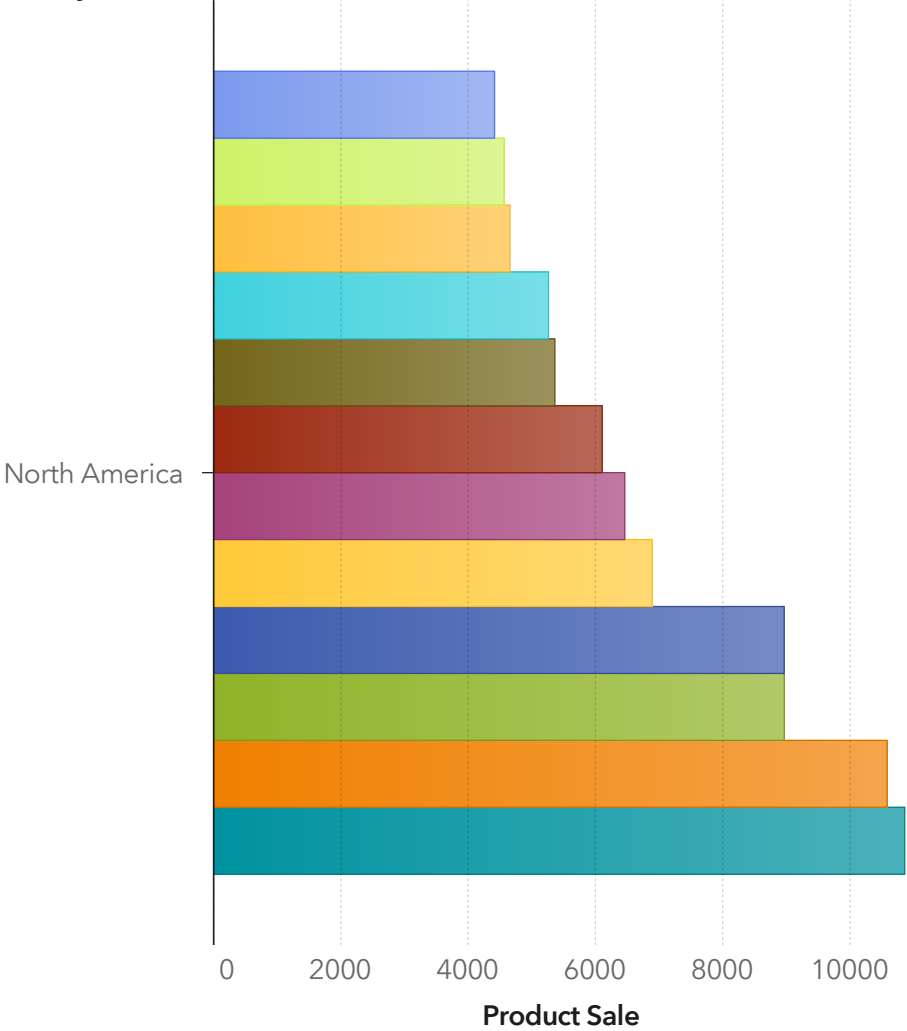
Average Customer Satisfaction in Facilities



A5.1

ProductSales over 2017

Facility Continent



A5.2

Facility and location

EGCAIRO.0146

Africa	Asia	Europe	North America	Oceania	South America
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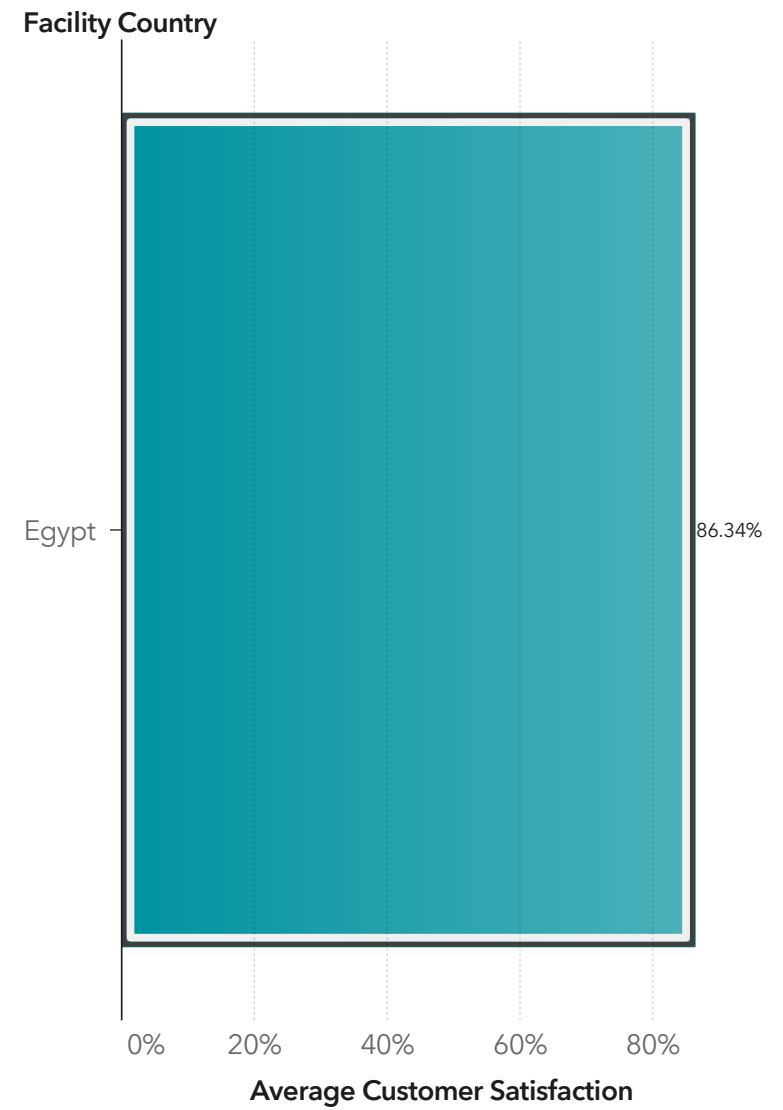
A6.1

Transactions by Facilities in Continents

Facility Continent	Customer
Africa	EGCAIRO.000135055
Africa	EGCAIRO.000135090
Africa	EGCAIRO.000135097
Africa	EGCAIRO.000135156
Africa	EGCAIRO.000135179
Africa	EGCAIRO.000135185
Africa	EGCAIRO.000135202
Africa	EGCAIRO.000135257
Africa	EGCAIRO.000135285
Africa	EGCAIRO.000135286
Africa	EGCAIRO.000135287
Africa	EGCAIRO.000135291
Africa	EGCAIRO.000135307
Africa	EGCAIRO.000135310
Africa	EGCAIRO.000135327
Africa	EGCAIRO.000135353

A6.2

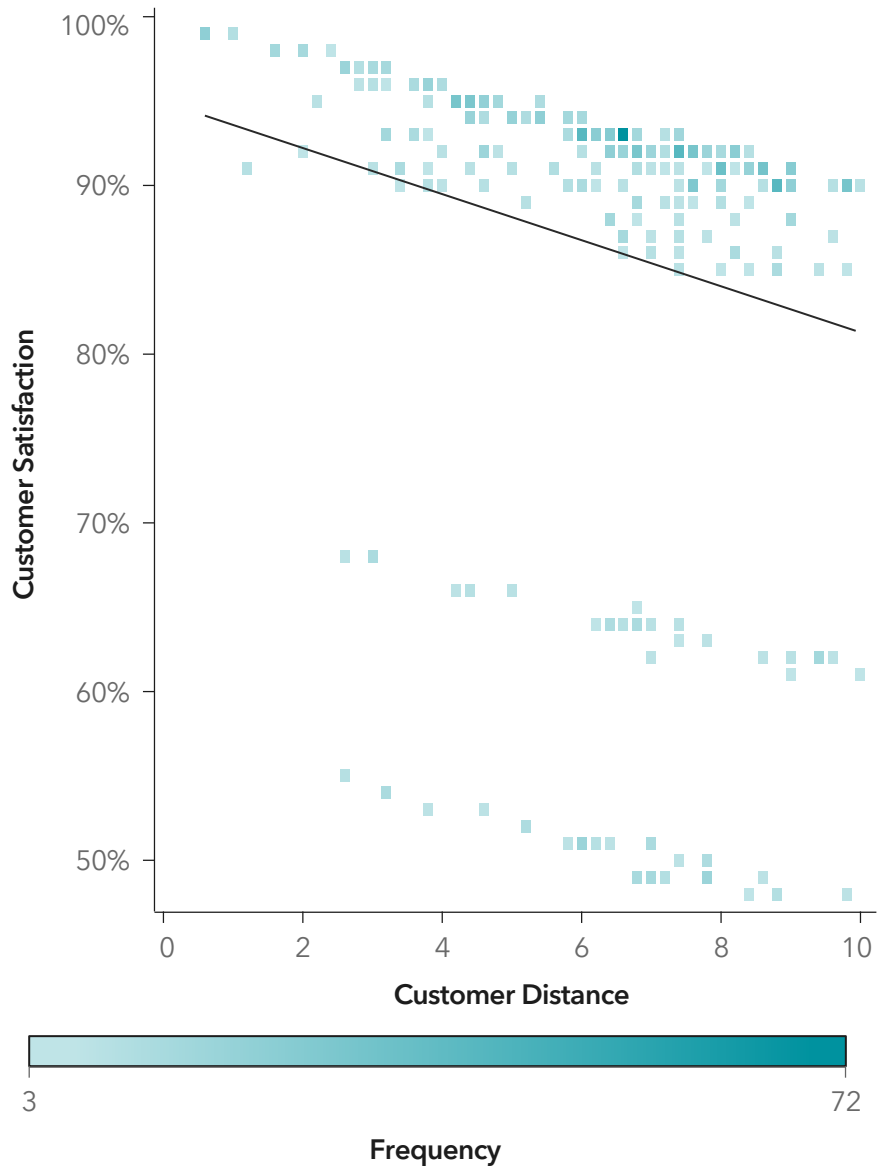
Average Customer Satisfaction by Country



A6.3

Customer satisfaction and distance

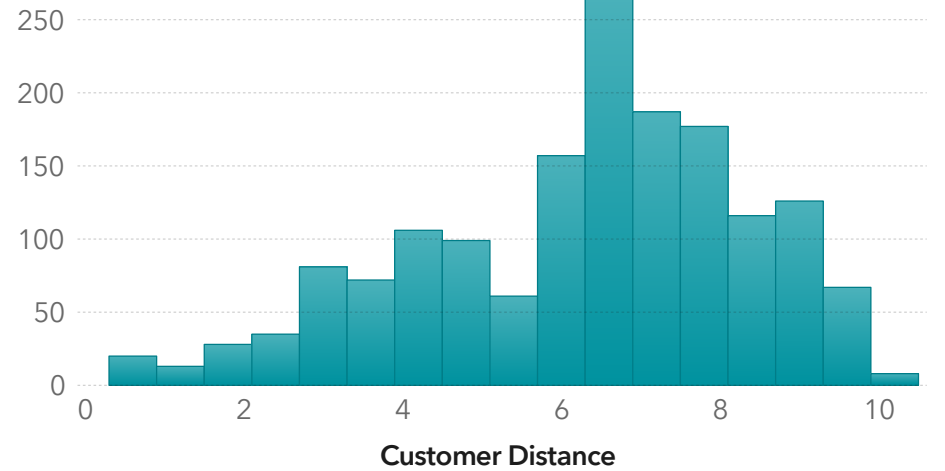
Correlation: Customer satisfaction and distance



A7.1

Distribution of Customer Distance

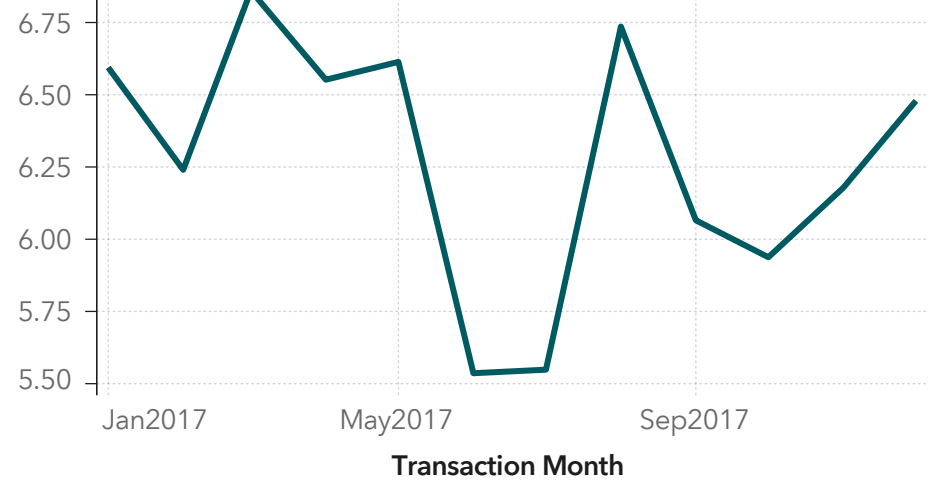
Frequency



A7.2

Average Customer Distance

Average Customer Distance



A7.3

Appendix

A1.1 Average Gross Margin Across Products

Drill Levels: Product Hierarchy: Toy → Plush → Elephant (I)

A2.1 Average Gross Margin Across Continents

Drill Levels: Facility Geo-hierarchy: Asia → Indonesia → D K I Jakarta

A3.1 Gross Margin by Country

Filters: (Facility Country = 'United States') OR (Facility Country = 'India')

A4.1 Product Sales Across Continents

Drill Levels: Facility Geo-hierarchy: Europe → United Kingdom → City of London

A5.1 Average Customer Satisfaction in Facilities

Drill Levels: Facility Geo-hierarchy: North America → United States → Colorado

A5.2 ProductSales over 2017

Filters: (Facility City = 'Colorado Springs') AND (Facility Continent = 'North America') AND (Facility Country = 'United States') AND (Facility Region = 'Colorado')

A6.1 Drop-Down List - Facility 1

Filters: Facility Continent = 'Africa'

A6.2 Transactions by Facilities in Continents

Filters: Facility Continent = 'Africa'
Facility = 'EGCAIRO.0146'

A6.3 Average Customer Satisfaction by Country

Filters: Facility Continent = 'Africa'
Facility = 'EGCAIRO.0146'

A7.1 Correlation: Customer satisfaction and distance

Filters: Facility Continent = 'Africa'
Facility = 'EGCAIRO.0146'
Facility Country = 'Egypt'

A7.2 Distribution of Customer Distance

Filters: Facility Continent = 'Africa'
Facility = 'EGCAIRO.0146'
Facility Country = 'Egypt'

A7.3 Average Customer Distance

Filters: Facility Continent = 'Africa'
Facility = 'EGCAIRO.0146'
Facility Country = 'Egypt'