

Questions- PowerBI Lab

Dashboard

1. For both the U.S. and for Europe, in 2014 YTD (year to date), what is the top-selling product group in each region? (Note: for Europe you will have to aggregate countries)

Answer: Produce

2. What are the sales trends for this top product group for the U.S. and Europe from 2012 through 2014?

Answer: 21.1M

3. Are there any trends in sales between the two regions? Is there any seasonality?

Answer: Both regions have shown the same trend in sales, which is more sales in 2013 compared to 2012 and 2014.

Product Details

4. Compare the sales and margins of the following product groups over the years 2012, 2013, and 2014 YTD:
 - a. Breakfast Foods
 - b. Meat
 - c. Snacks

Answer:

		2012	2013	2014
sales	a) Breakfast Foods	0.12 M	0.69 M	0.24 M
	b) Meat	0.04 M	0.07 M	0.005 M
	c) Snacks	3.01 M	3.74 M	1.88 M
Gross Margin	a) Breakfast Foods	43 %	49 %	52 %
	b) Meat	45 %	45 %	41 %
	c) Snacks	45 %	48 %	49%

5. How do the trends differ when you look at them separately for the U.S. and European regions?

Answer: The average sales in European regions are more than U.S. region. The highest average sales in the European region are in February.

6. Based on these changes, is there a unified strategy we might recommend to maximize portfolio profitability to the U.S. and Europe?

Answer: Based upon the above analysis, the average sales and margin % for Dairy and Alcoholic beverages are the lowest than other product groups. We can do more campaigns in those months which have shown the most downward trend in sales to maximize the profitability.

Customer Details

7. Which manager's customers produce the highest average sales per invoice?

**Answer: Manager - Dennis Johnson
Customer - Deak-Perera Group.
Average sales per invoice -1,317,249.82**

8. Who are the customers that are generating both the highest volume and highest value sales?

**Answer: Customer - PageWave
Product Group - Canned Products
Product Type - Canned Shrimp, Canned Tuna
Sales Qty - 171072, 61776
Sales - 4,532,977.47, 1281384.90**

9. How do the margins on these customers' sales compare to other accounts?

Answer: the margins on these customers' sales of Canned Shrimp and Canned Tuna are higher than others.

10. What are the most frequent product types bought by these customers?

Answer: Canned Shrimp- 399629

Customer Location

11. Are there European cities that appear to be dominating sales of the canned goods and snacks product groups?

Answer: No, the U.S. appears to be dominating sales of the canned goods and snacks product groups.

12. What countries could we focus on to help increase our presence in Europe?

Answer: Spain and Germany