

Sales Summary

Gender and Marital

Female
Male

No of Cars Owned

All

House Owner?

All

Year

2016

2017

Month

Jan

Feb

Mar

Country

All

City

All

Product Category

All

Product Sub Category

All

Product Model

All

Product Color

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

Max Sales

\$2.29

Min Sales

Sales vs Budget Variance %

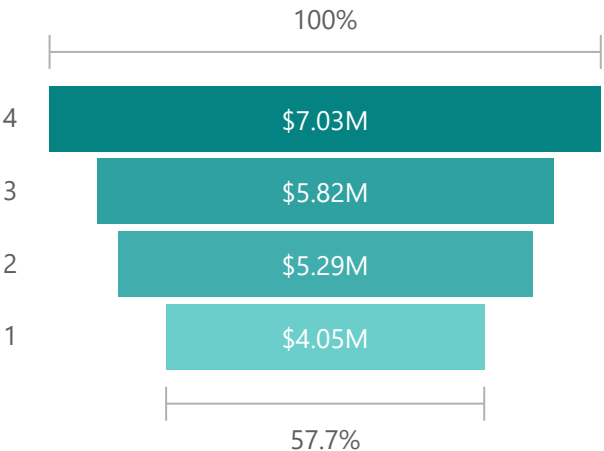
-26.75%

KPI - Sales Budget Variance

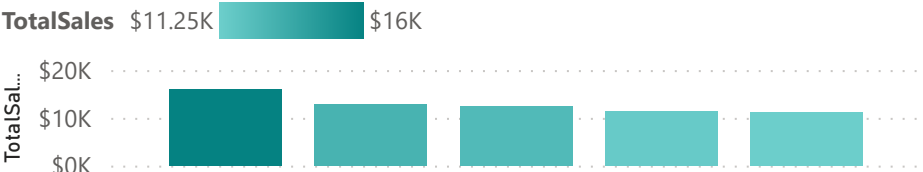
\$22,194,036

Budget 30,300,000.00
Variance (\$8,105,964.46)

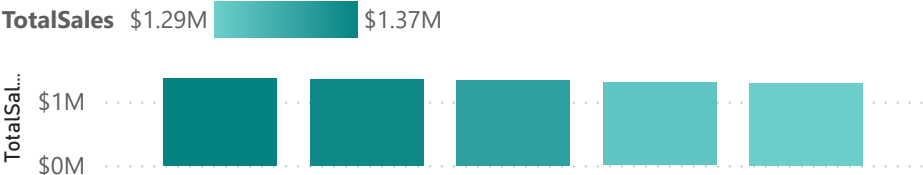
Total Sales by Quarter



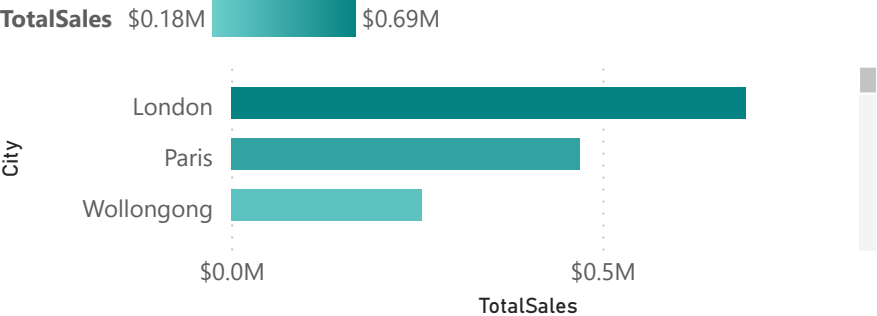
Top 5 Customers



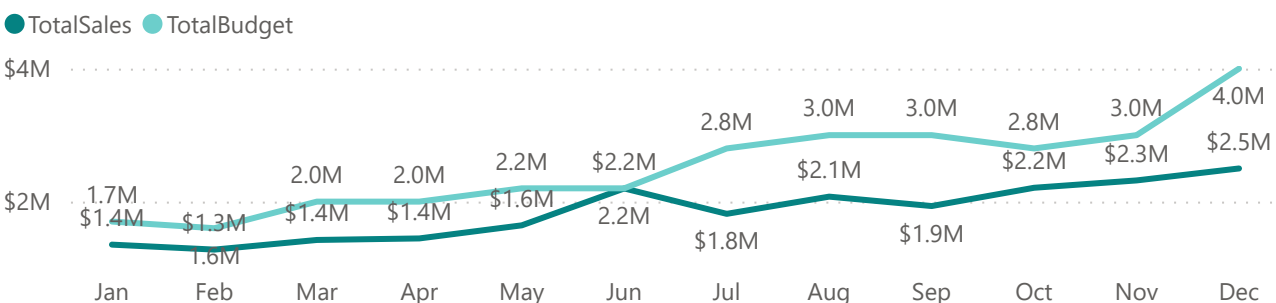
Top 5 Products



Top 20 Cities By Sales



TotalSales and TotalBudget by Month



Customer Analysis

Gender

Female

Male

Marital Status

Married

Single

No of Cars Owned

All

House Owner?

All

List Price

\$2.29

\$3,578.27

Country

All

City

All

Product Category

All

Product Sub Category

All

Product Model

All

Product Color

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

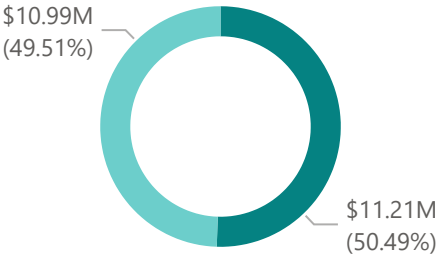
Max Sales

\$2.29

Min Sales

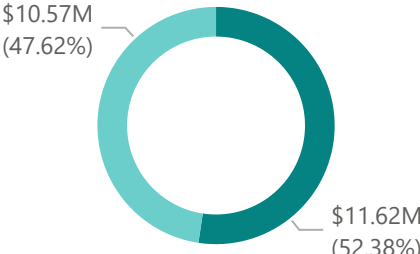
Total Sales by Gender

Gender ● Female ● Male

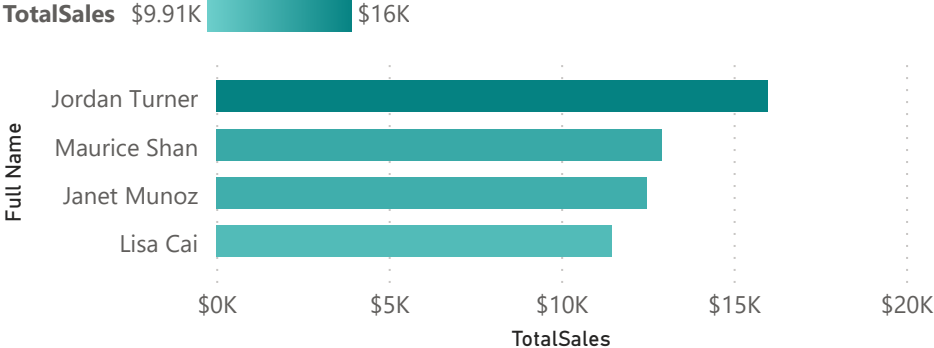


Total Sales by Marital Status

Marital St... ● Married ● Single

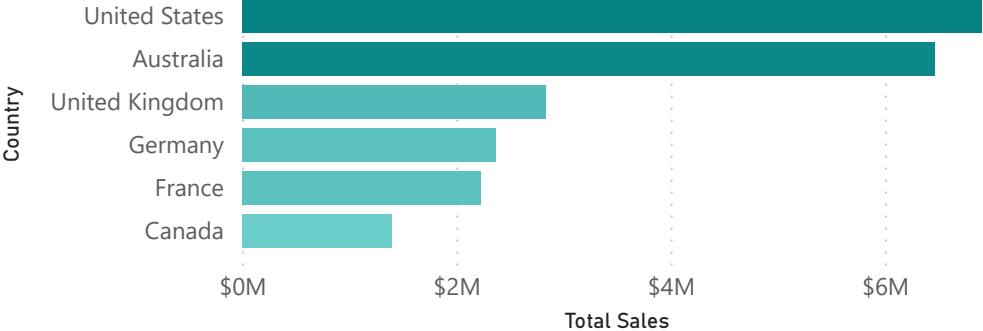


Top 10 Customers



Sales by Country

Total Sales \$1.39M \$6.9M



Full Name	Jan	Feb	Mar	Apr	May	Jun	Jul
Aaron Adams				\$117.96			
Aaron Alexander							
Aaron Baker							
Aaron Bryant				\$58.98			\$74.48
Aaron Butler							
Aaron Campbell							
Aaron Carter							
Aaron Chen							\$39.48
Aaron Coleman							
Aaron Collins							
Aaron Diaz			\$2,451.3				
Aaron Edwards						\$94.48	
Aaron Evans						\$2,433.04	

Product Analysis

Gender

FemaleMale

Marital Status

MarriedSingle

No of Cars Owned

All

House Owner?

All

List Price

\$2.29\$3,578.27

Country

All

City

All

Product Category

All

Product Sub Category

All

Product Model

All

Product Color

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

Max Sales

\$2.29

Min Sales

Total Sales by Product Line

ProductLi...

MRTS

\$3.88M
(17.47%)

\$8.89M
(40.04%)

\$8.85M
(39.88%)

TotalSales by Class

Class

HL(Blank)

\$1.95M
(8.78%)

\$4.02M
(18.1%)

\$15.4M
(69.4%)

Total 10 Products

TotalSales\$0K\$11.92K

EnglishProductName

Touring-1000 Yello...

\$11.92K

Mountain-200 Silve...

\$10.5K

Mountain-200 Silve...

\$10.5K

Touring-1000 Yello...

\$9.5K

Sales by cities

TotalSales\$0M\$0.69M

City

London\$0.69M

Paris\$0.55M

Wollongong\$0.35M

Bendigo\$0.3M

Berlin\$0.3M

Warrnambool\$0.3M

EnglishProductName

JanFebMarAprMayJunJul

All-Purpose Bike Stand\$1,272\$2,544\$3,180\$4,134\$3,816\$3,816

AWC Logo Cap\$557.38\$1,339.51\$1,438.4\$1,339.51\$1,465.37\$1,780.02\$1,600.00

Bike Wash - Dissolver\$238.5\$477\$580.35\$540.6\$548.55\$667.8\$500.00

Classic Vest, L\$254\$508\$444.5\$1,079.5\$1,270\$698.5\$500.00

Classic Vest, M\$571.5\$635\$635\$1,016\$698.5\$1,016\$1,000.00

Classic Vest, S\$381\$571.5\$825.5\$762\$825.5\$825.5\$500.00

Fender Set - Mountain\$1,428.7\$2,967.3\$3,318.98\$3,714.62\$3,736.6\$4,220.16\$4,400.00

Half-Finger Gloves, L\$244.9\$734.7\$979.6\$661.23\$734.7\$808.17\$500.00

Half-Finger Gloves, M\$171.43\$734.7\$955.11\$955.11\$930.62\$1,004.09\$800.00

Half-Finger Gloves, S\$440.82\$685.72\$881.64\$1,053.07\$1,004.09\$1,175.52\$1,000.00

Hitch Rack - 4-Bike\$1,560\$2,520\$4,200\$2,160\$3,000\$3,120\$500.00

HL Mountain Tire\$1,365\$3,185\$3,990\$3,010\$4,480\$4,165\$500.00

HL Road Tire\$1,206.2\$2,314.6\$2,151.6\$2,673.2\$2,379.8\$2,086.4\$2,000.00

Sales vs Budget Trends

Gender

Female

Male

Marital Status

Married

Single

No of Cars Owned

All

House Owner?

All

List Price

\$2.29

\$3,578.27

Country

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

Max Sales

\$2.29

Min Sales

City

All

Product Category

All

Product Sub Category

All

Product Model

All

Product Color

All

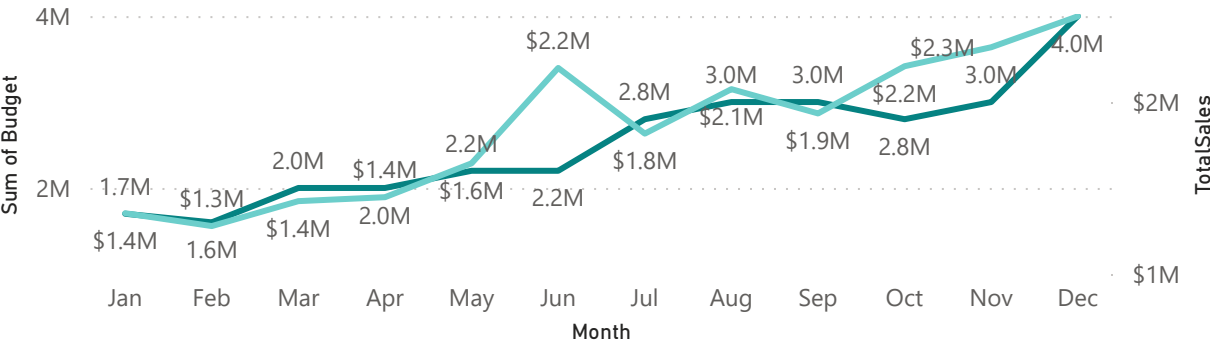
Total Sales and Total Budget by Month

\$2.4988624567M!

Goal: 4,000,000 (-37.53%)

Total Budget and Total Sales by Month

Sum of Budget TotalSales



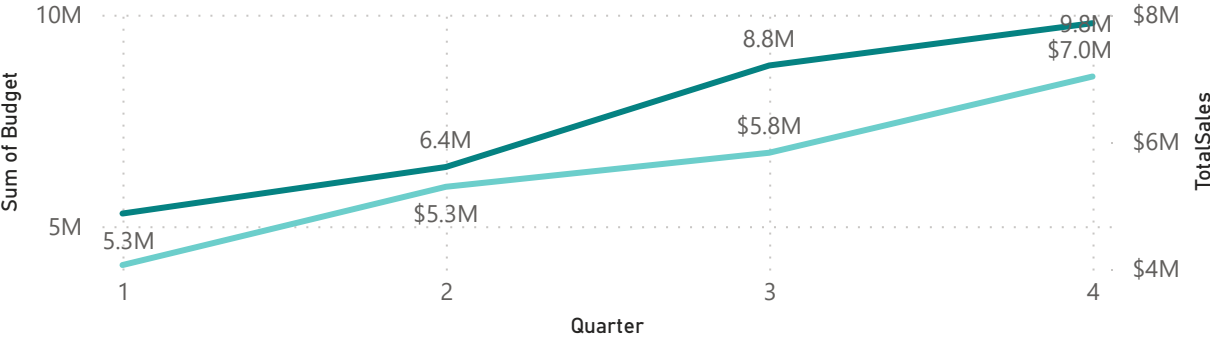
Total Sales and Total Budget by Quarter

\$7.0261909283M!

Goal: 9,800,000 (-28.3%)

Total Budget and Total Sales by Quarter

Sum of Budget TotalSales



Sales vs Budget Achievements

Gender

Female

Male

Marital Status

Married

Single

No of Cars Owned

All

House Owner?

All

List Price

\$2.29

\$3,578.27

Country

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

Max Sales

\$2.29

Min Sales

City

All

Product Category

All

Product Sub Category

All

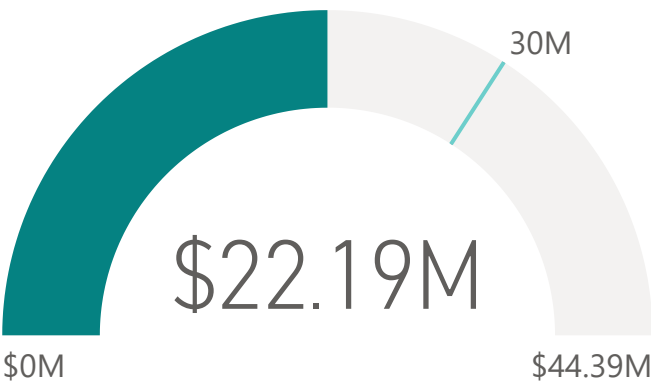
Product Model

All

Product Color

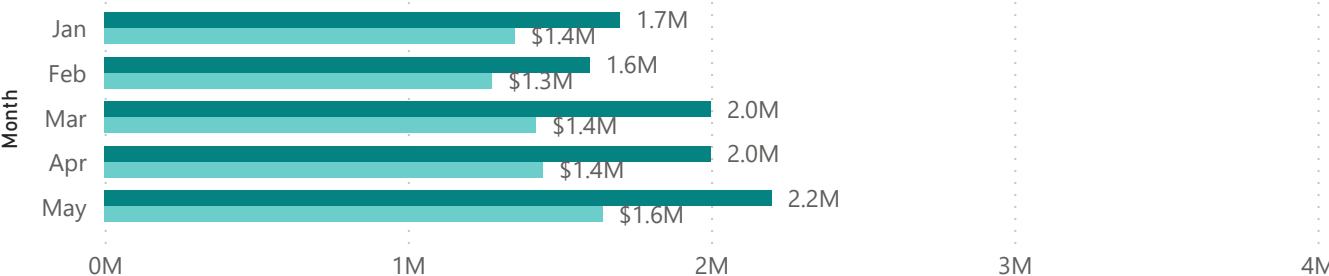
All

Total Sales and Total Budget

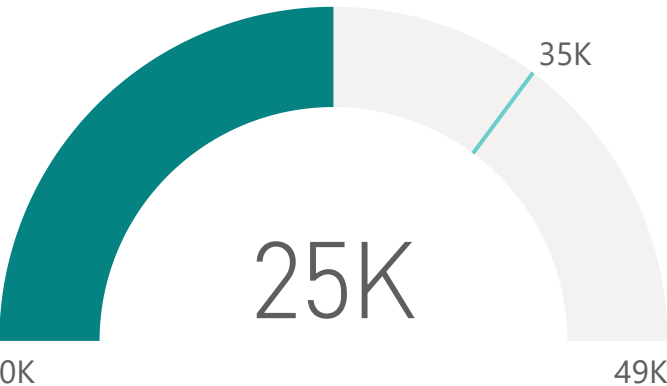


Total Budget and Total Sales by Month

Sum of Budget TotalSales

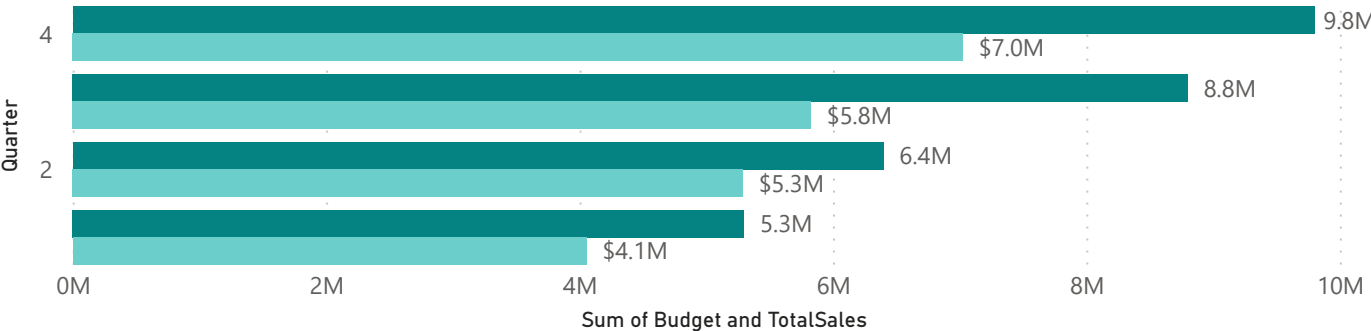


Total Orders and Total Orders Target



Total Budget and Total Sales by Quarter

Sum of Budget TotalSales



Sales Forecasting & Anomalies

Gender

Female

Male

Marital Status

Married

Single

No of Cars Owned

All

House Owner?

All

List Price

\$2.29

\$3,578.27

Country

All

City

All

Product Category

All

Product Sub Category

All

Product Model

All

Product Color

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

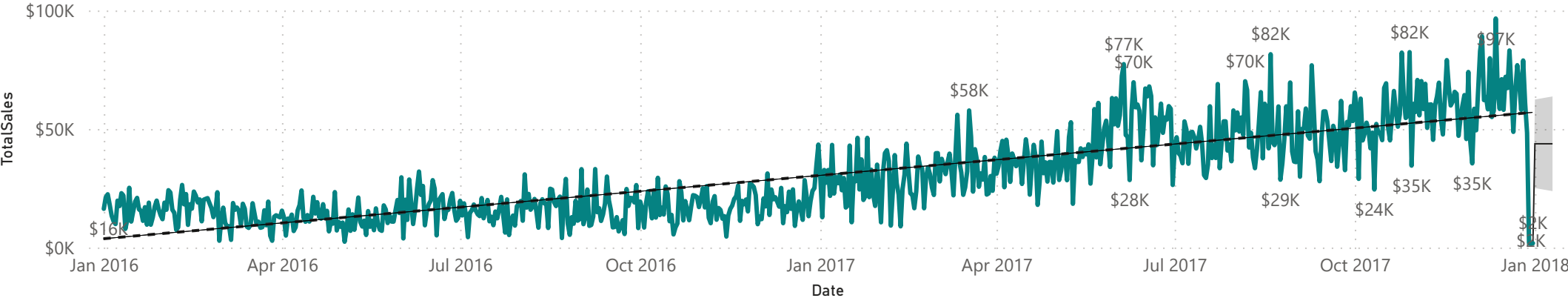
\$2.44K

Max Sales

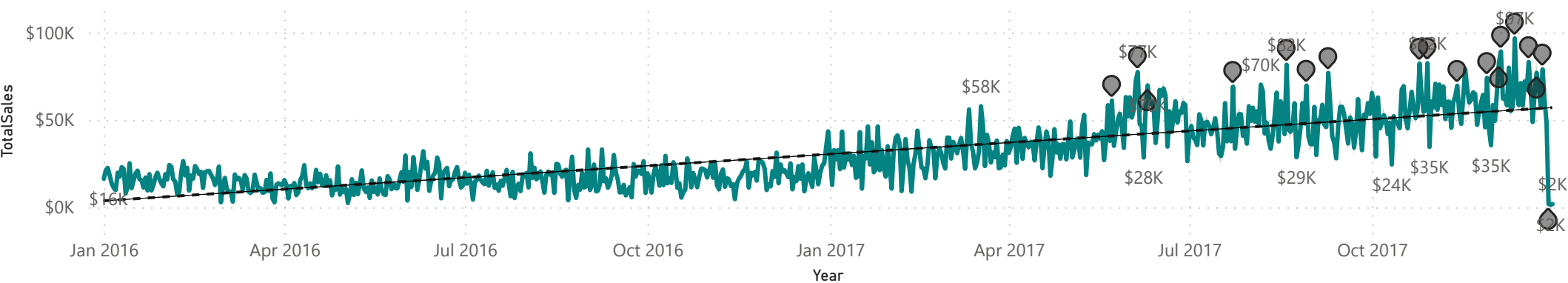
\$2.29

Min Sales

Sales Forecasting by Date



Sales Anomalies by Year, Quarter, Month and Day



Correlational Analysis

Gender

Female

Male

Marital Status

Married

Single

No of Cars Owned

All



House Owner?

All



List Price

\$2.29

\$3,578.27

Country

All



City

All



Product Category

All



Product Sub Category

All



Product Model

All



Product Color

All



25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

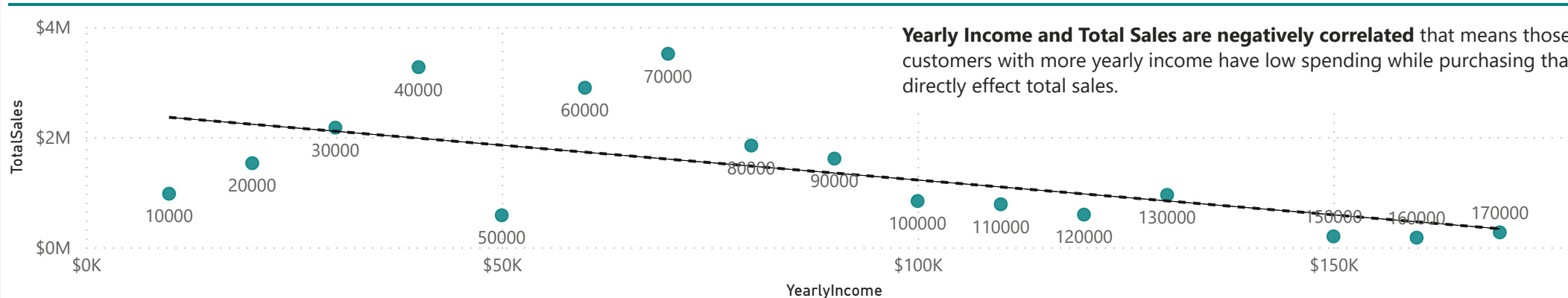
\$2.44K

Max Sales

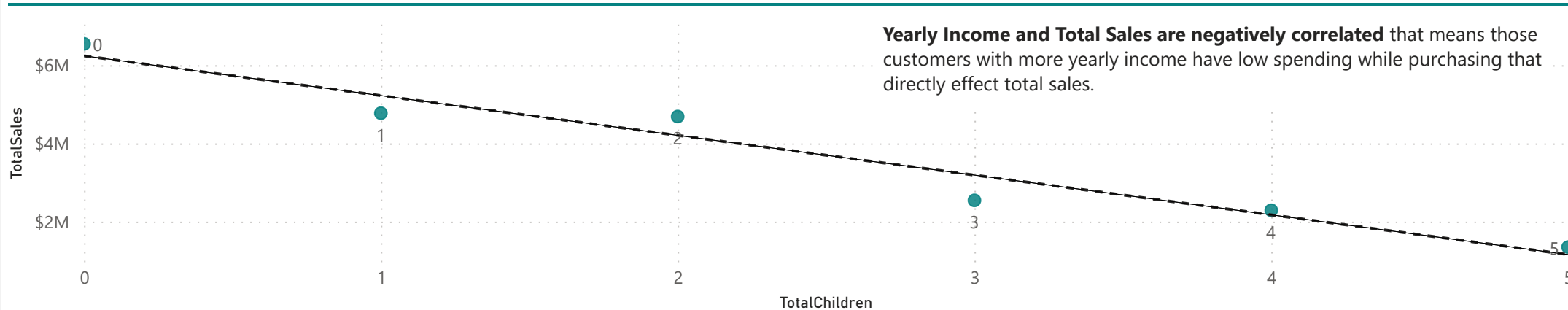
\$2.29

Min Sales

TotalSales by YearlyIncome



TotalSales by TotalChildren



Q & A Bot for Ad-hoc Analysis

Gender

Female

Male

Marital Status

Married

Single

No of Cars Owned

All

House Owner?

All

List Price

\$2.29

\$3,578.27

Country

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

Max Sales

\$2.29

Min Sales

City

All

Product Category

All

Product Sub Category

All

Product Model

All

Product Color

All

Q & A Bot for Ad-hoc Analysis



Ask a question about your data



Try one of these to get started

what is the total sales by city

what is the total orders by city

what is the total orders by category

what is the total orders target by city

show me total variance for the last month

Show all suggestions

Decomposition Analysis

Gender

FemaleMale

Marital Status

MarriedSingle

No of Cars Owned

All

House Owner?

All

List Price

\$2.29\$3,578.27

Country

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

Max Sales

\$2.29

Min Sales

City

All

Product Category

All

Product Sub Category

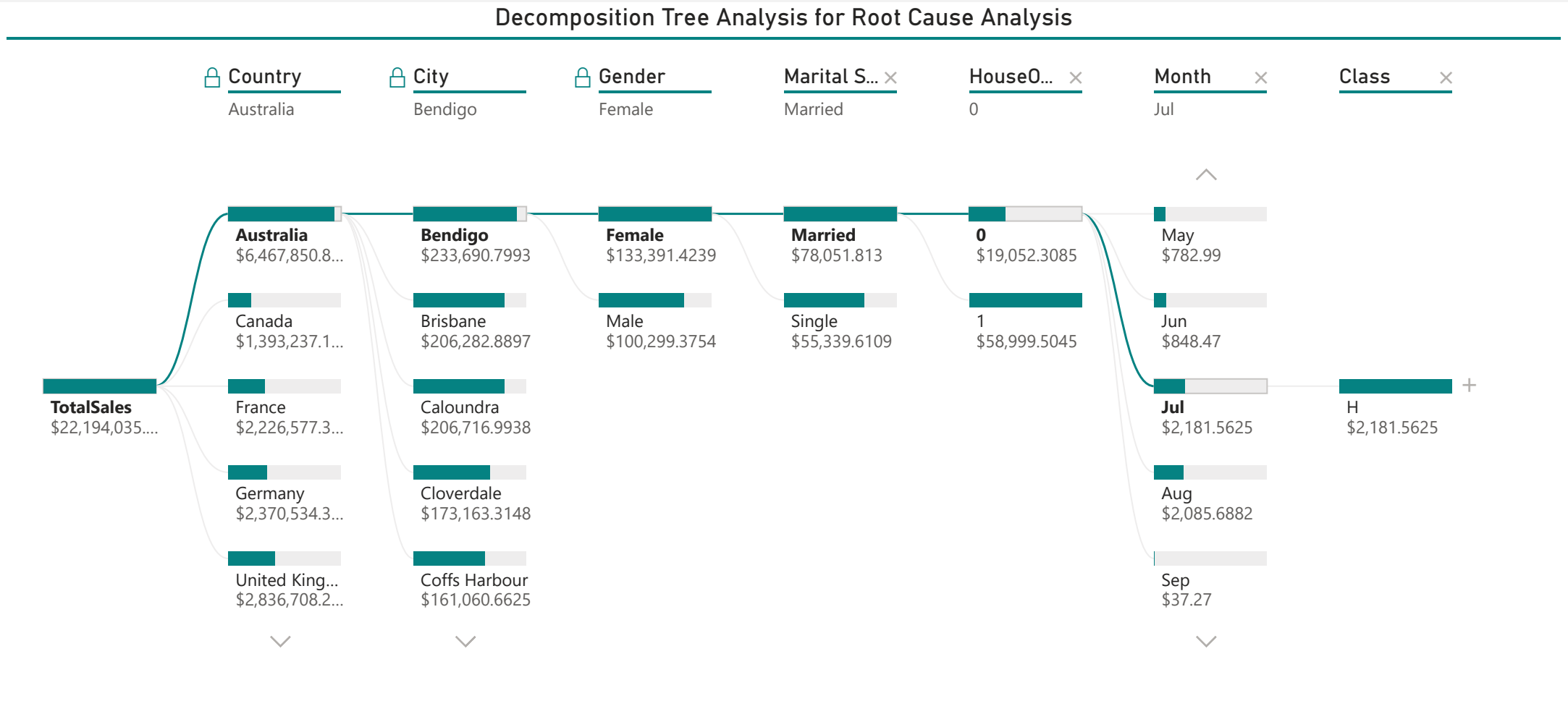
All

Product Model

All

Product Color

All



Key Factor Analysis

Gender

Female

Male

Marital Status

Married

Single

No of Cars Owned

All

House Owner?

All

List Price

\$2.29

\$3,578.27

Country

All

City

All

Product Category

All

Product Sub Category

All

Product Model

All

Product Color

All

25K

Total Orders

\$22.19M

TotalSales

\$394.9257

Avg Sales

\$2.44K

Max Sales

\$2.29

Min Sales

Key influencers

Top segments



What influences TotalSales to

Increase

?

When...

...the average of TotalSales increases by

ModelName is Road-250

\$2.1K

ModelName is Touring-1000

\$2.04K

ModelName is Mountain-200

\$2.04K

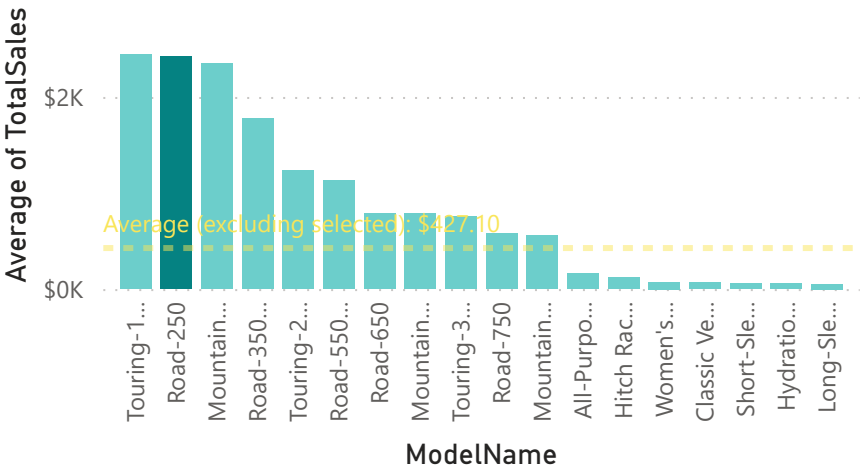
Class is H

\$1.67K

Category is Bikes

\$1.65K

TotalSales is more likely to increase when ModelName is Road-250 than otherwise (on average).



☐ Only show values that are influencers

Key Insights:

- London accounted for 3.12% of TotalSales.
- Across all 267 City, TotalSales ranged from \$4.99 to \$692,663.6959.
- At \$22,194,035.5352, TotalSales is currently only 26.75% away from the target goal of \$30,300,000.
- TotalSales Increased the most (by 2,100.30) when ModelName was Road-250. 18 other factors also caused TotalSales to Increase, explore them in the key influencers visual.
- TotalSales trended down, resulting in a 89.00% decrease between Friday, January 1, 2016 and Sunday, December 31, 2017.
- TotalSales started trending down on Tuesday, December 26, 2017, falling by 97.72% (\$77,109.76) in 5 days.
- TotalSales was trending up between Monday, May 22, 2017 and Monday, December 25, 2017 with a rise of \$20,080.02 but had a significant change in trend and dropped by \$77,109.76 starting Tuesday, December 26, 2017.
- TotalSales dropped from \$78,906.59 to \$1,796.83 during its steepest decline between Tuesday, December 26, 2017 and Sunday, December 31, 2017.
- At 4000000, Dec had the highest Sum of Budget and was 150.00% higher than Feb, which had the lowest Sum of Budget at 1600000.
- Sum of Budget and total TotalSales are positively correlated with each other.
- Dec accounted for 13.20% of Sum of Budget.
- Sum of Budget and TotalSales diverged the most when the Month was Dec, when Sum of Budget were 1501138 higher than TotalSales.
-

Business Semantic Data Model

Comparative Sales vs Budget Analysis with Business Product, Customer and Timelines Dimensions

