# Load the Data into MYSQL workbench before starting the Project.

# Create a PowerBI dashboard and answer the following Questions

# Intro:

You are a member of the Revenue Operations Analytics team, supporting several sales regions

and reporting the regions performance to the management. Currently, you have a data set that contains the selling behavior of the different regions. Your job is to review this raw data to get a better understanding of how the discounting been done and high selling products and plans. Ideally, the insight you glean from this data analysis will help you to better inform your stack holders about the current selling behaviour and how do we improve it.

# The Feature

One of the main goals is to make it easy for our customers to run their business with the portfolio of products we have. Unfortunately, there is still a lot of customers who doesn’t utilize our complete portfolio of products. Even for customers we sold, management is not sure of the discount we had offered.

The report, you build should ideally give insights to the management about the discount and the product selling behavior.

# Assignment:

* **In 2-10 powerpoint/reporting tool, summarize and group the overall data to tell the story of how different regions are performing.**

*Hint: T*[*his data set*](https://drive.google.com/file/d/1G7KolxkX-4cqmsvXOqobcuePx3MgJzpJ/view?ts=5aba9f15) *is designed to be ambiguous and the answers to questions open ended. You will have to make your own assumptions about how to structure the data and what to exclude or include. Please make any assumptions you make clear in your presentation.*

* + Which region has performed well in terms of net revenue across Months?
  + What plans are preferred by the customers across months?
  + Do Higher plans correlate with higher discount%?
    - DISCOUNT% = (GROSS REVENUE – NET REVENUE)/GROSS REVENUE
  + How is the discount varying between different products?
  + Do you see any behavioral change in plan purchase, product sold, discount% over time.
  + Definition of Cross sell: If a customer has more than one product, then all the additional products (from the second product sold) sold will be considered as cross sell product revenue while the first product sold is considered as Base product revenue
    - Which team sells more cross sell in terms of revenue achieved by the region?
  + Create 2 metrics (with visualizations) that can be utilized to track the behavior of the customers
  + Are there any pieces of information that would be useful to have in the next version of this data set?

# Data:

Attached to the email is a data set titled ‘interview\_data.csv’. This data set is entirely made up,

but represents the real data and questions we strive to answer.

# REVENUE DATA:

1. **MONTH YEAR -**Month and year of the transaction
2. **PLAN NAME –** Plan purchased by the customer
3. **Customer ID –** Unique ID of the customer
4. **Region –** Region/Team which sold the product to the customer
5. **Product –** Product Sold to the customer
6. **Net Revenue –** Revenue realised by the company after applying discounts
7. **Gross Revenue –** Actual/List Revenue before applying discounts