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DESCRIPTION

Because of the way the human brain processes information, using charts or graphs to visualize large amounts of complex data is easier than poring over spreadsheets or reports. Data visualization is a quick, easy way to convey concepts in a universal manner – and we can experiment with different scenarios by making slight adjustments.

Data visualization helps finance communicate these analytic insights to the broader organization. The FINANCIAL SAMPLE DATASET consists of information related to the financial health of a business.

The **Financial Sample** dataset consists of 700 rows and 16 diverse columns.

```
df.shape
```

```
(700, 16)
```

```
df.columns.values
```

```
array(['Segment', 'Country', ' Product ', ' Discount Band ', 'Units Sold',  
      ' Manufacturing Price ', ' Sale Price ', ' Gross Sales ',  
      ' Discounts ', ' Sales ', ' COGS ', ' Profit ', 'Date',  
      'Month Number', ' Month Name ', 'Year'], dtype=object)
```

There are a few discrete or categorical attributes:

- ✚ Segment
- ✚ Country
- ✚ Product
- ✚ Discount Band

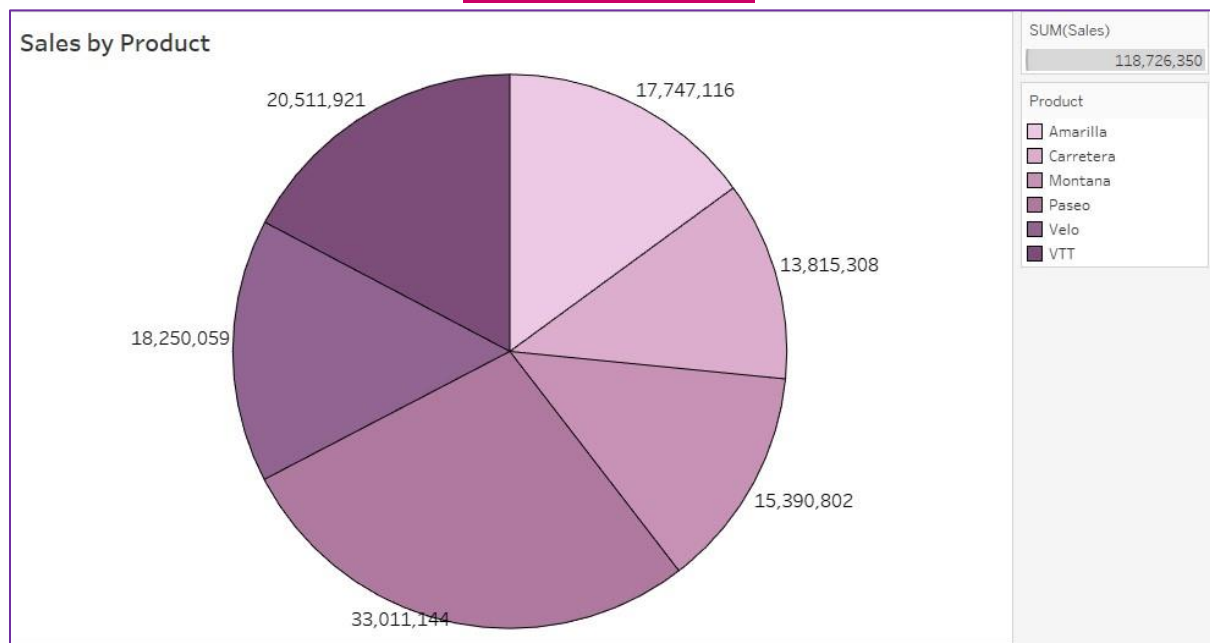
There are some date-related fields. This data ranges from 2013-2014.

- ✚ Date
- ✚ Month Number
- ✚ Month Name
- ✚ Year

There are some numeric fields:

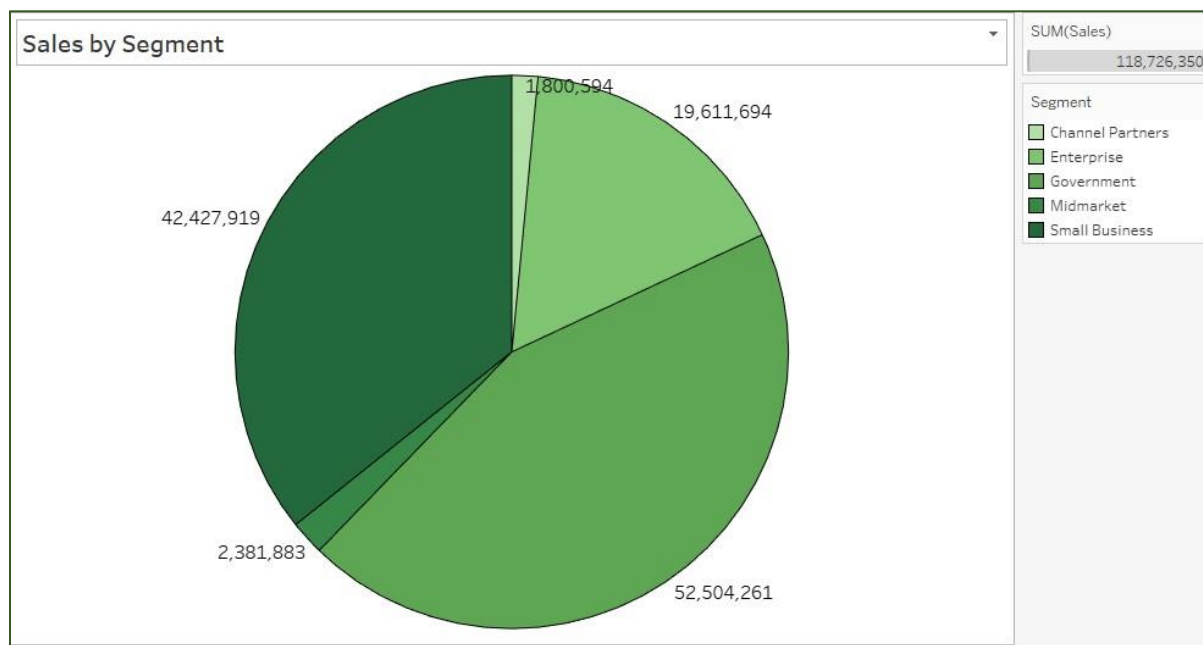
- | | |
|-----------------------|-------------|
| ✚ Units Sold | ✚ Discounts |
| ✚ Manufacturing Price | ✚ Sales |
| ✚ Sale Price | ✚ COGS |
| ✚ Gross Sales | ✚ Profit |

Sales by Product



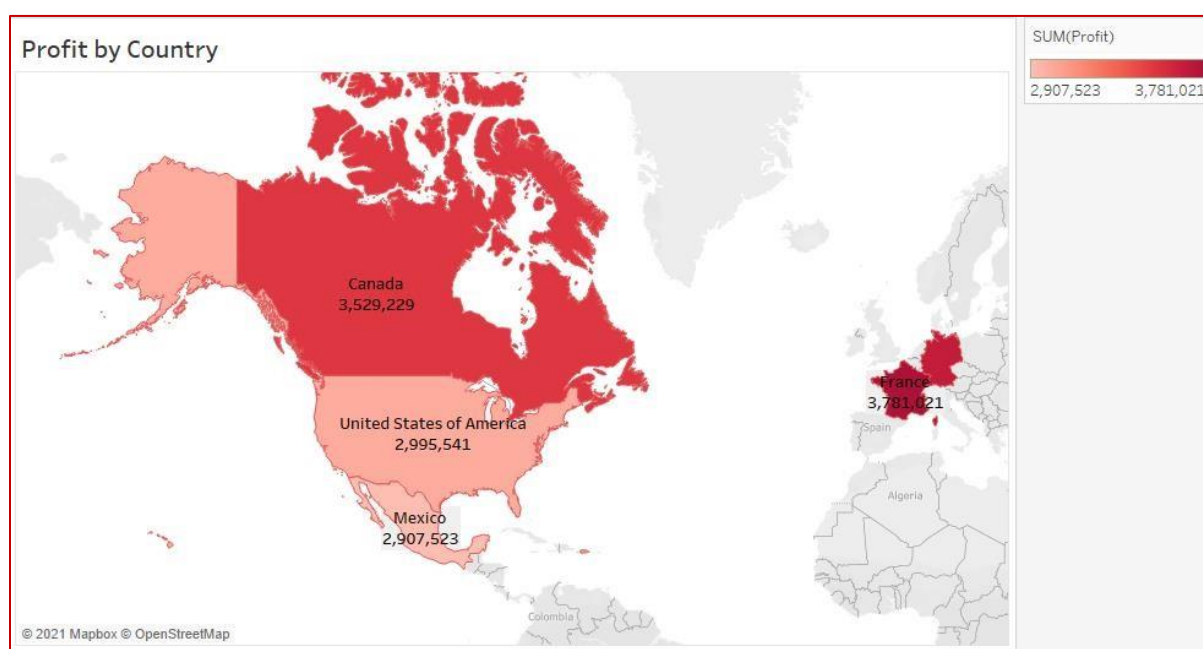
From the above **Pie chart**, we can see that the Product 'Paseo' has the highest sales value (\$33M) followed by VTT, Velo, Amarilla, Montana and Carretera.

Sales by Segment



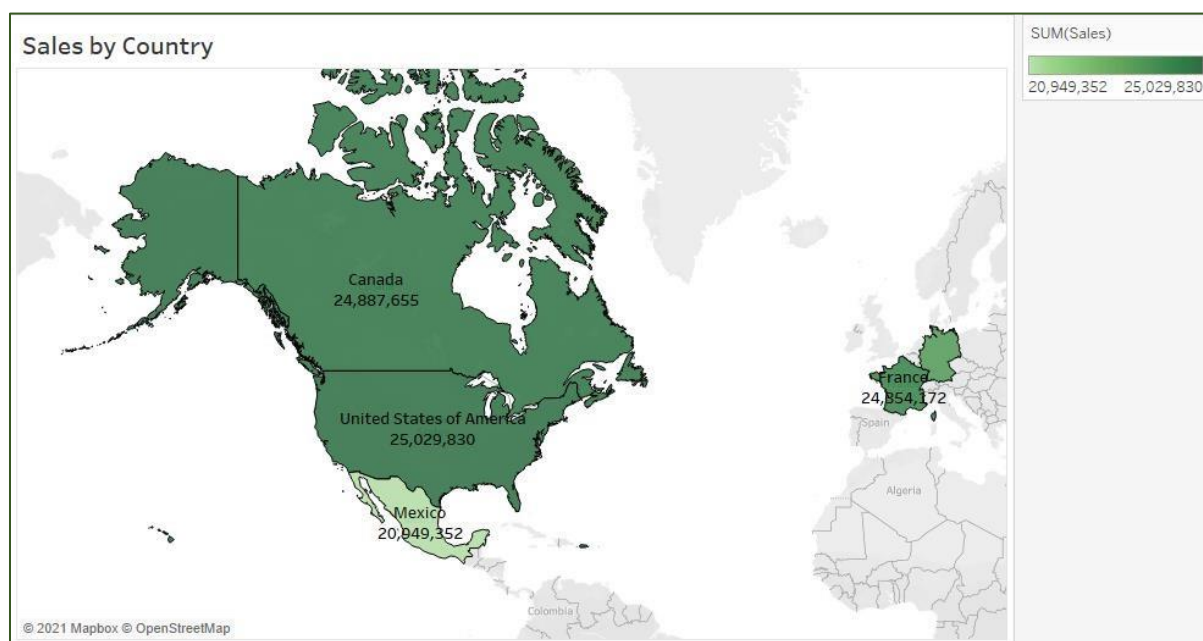
From the above **Pie chart**, we can see that Government and Small Business have generated highest sales value, whereas Enterprise, Midmarket and Channel Partners have the lowest sales value.

Profit by Country



The above **Map** displays the Country wise Profit. Here, we can see that France and Canada seems to be performing better than USA and Mexico.

Sales by Country



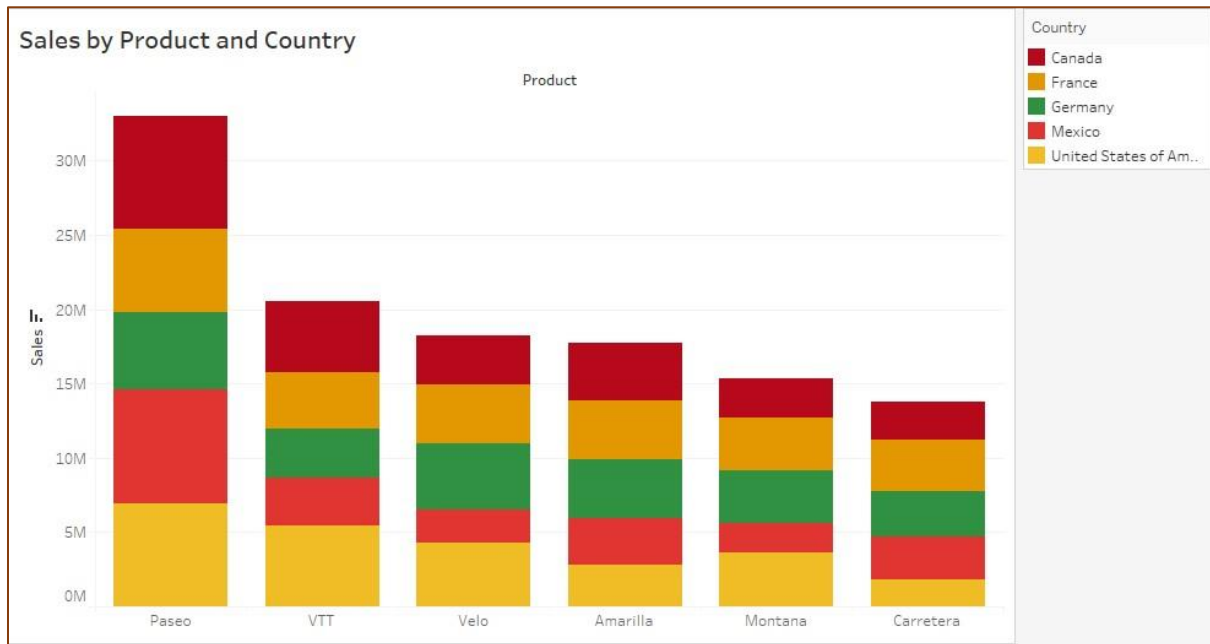
The above **Map** displays the Country wise sales. Here, we can see that USA and Canada seems to be performing better than France and Mexico.

Sales by Segment and Country



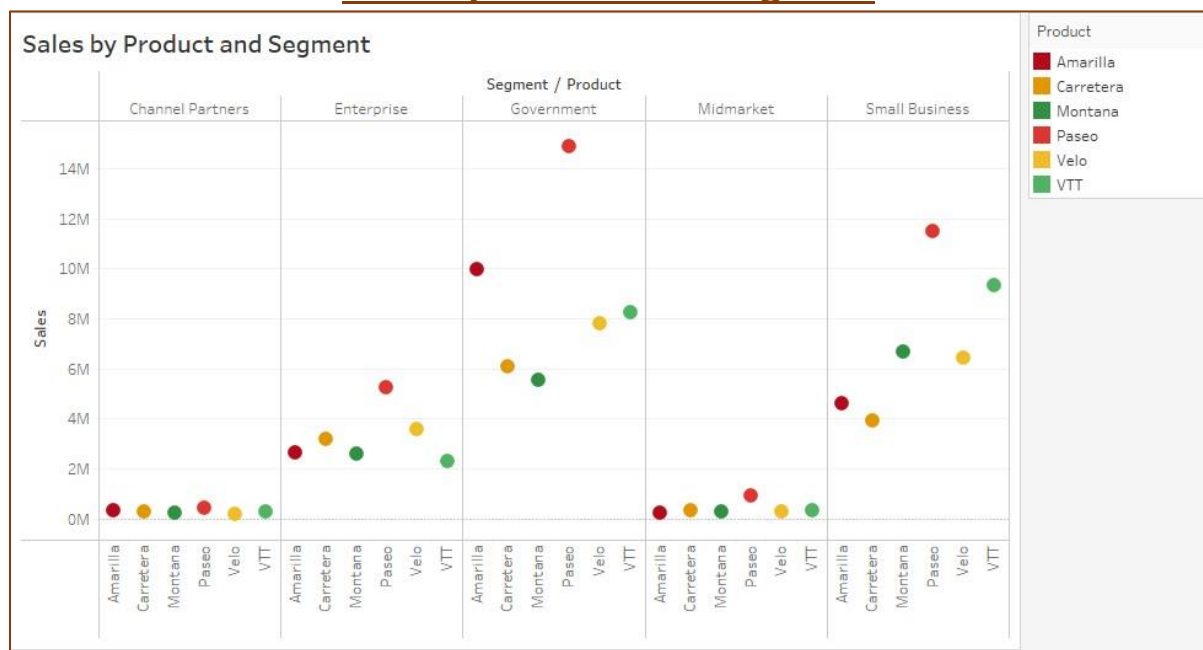
From the above **Tree map**, we can see which Country and Segments has the highest sales value. Here, we can clearly see that segments like Government and Small Business have generated higher sales in France, Germany and Canada.

Sales by Product and Country



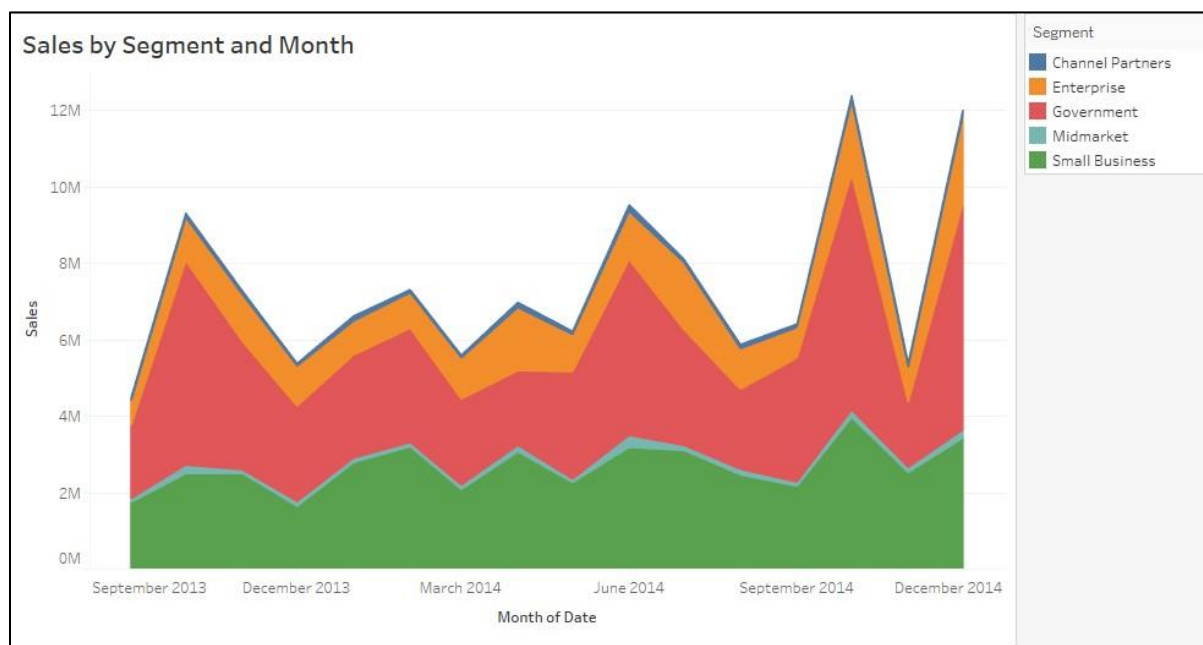
From the above **Stacked bar chart**, we can see which Country and Product has generated the highest sales value. Here, for the product 'Paseo', Canada has the highest sales value.

Sales by Product and Segment



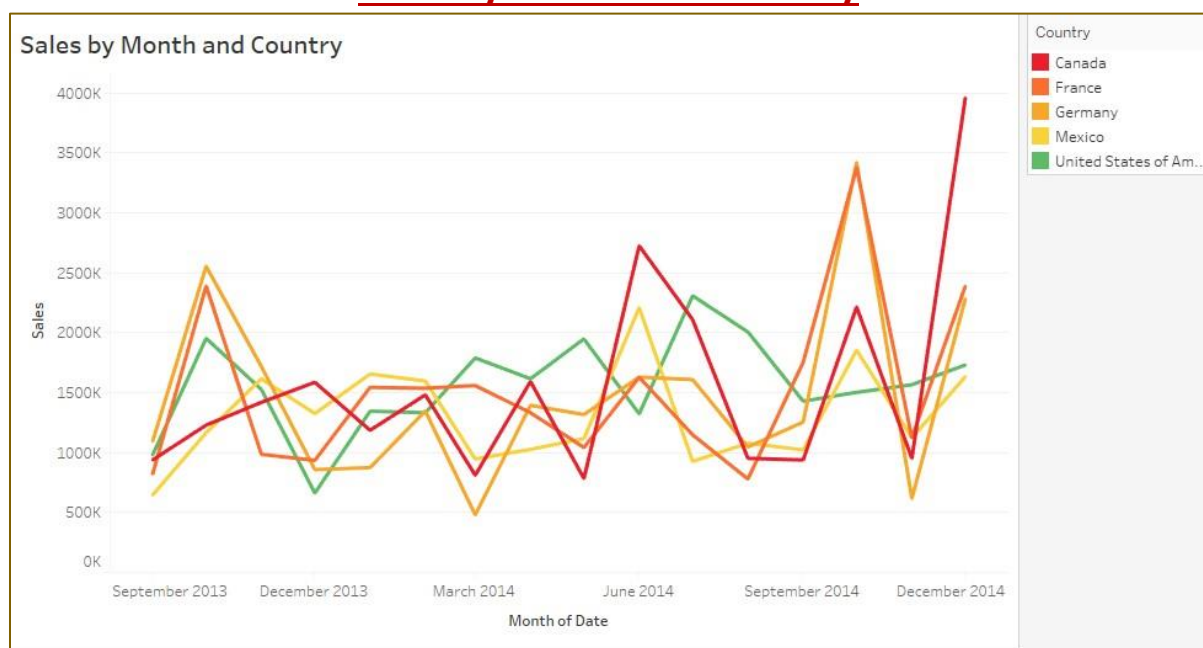
From the above **side-by-side circles chart**, we can conclude that the company should continue to invest in the 'Paseo' product and target the Small Business and Government segments.

Sales by Segment and Month



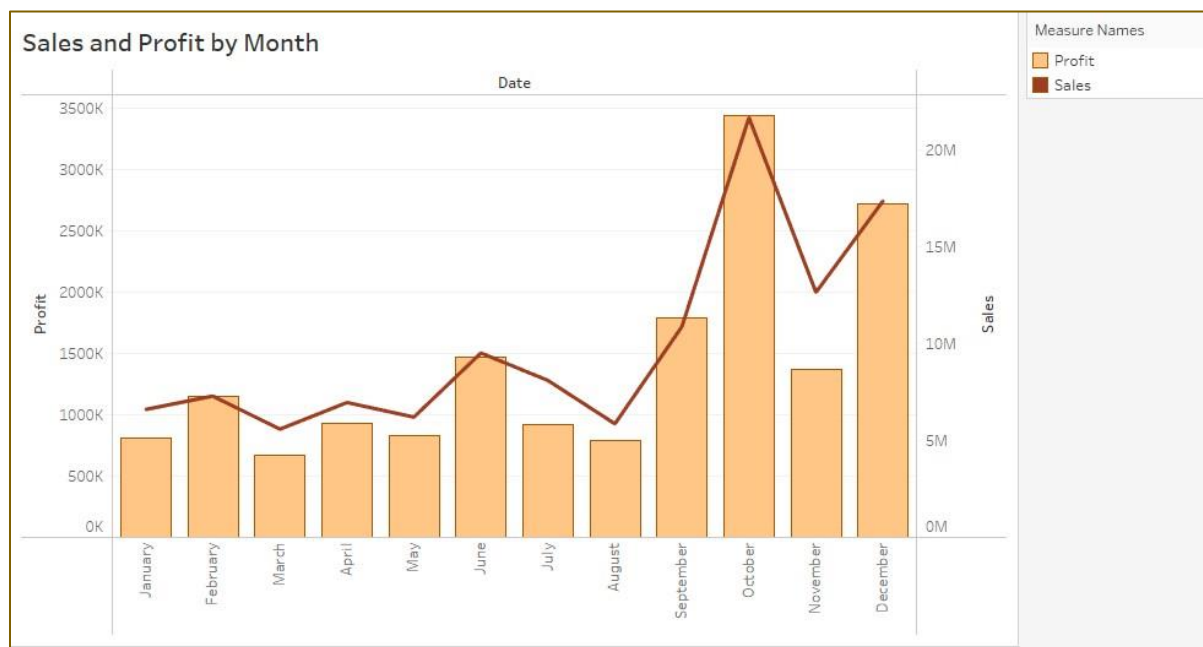
The above **Area Chart** displays the Sales by Segment and Month. Here, we can see that the area covered by Government have generated highest sales and the area covered by Channel Partners and Midmarket have generated lowest sales.

Sales by Month and Country



From the above **Line chart**, we can see the Sales by Month and country. Here, in the month of December 2014, sales for Canada were high whereas in the month of March 2014, the sales value for Germany was low.

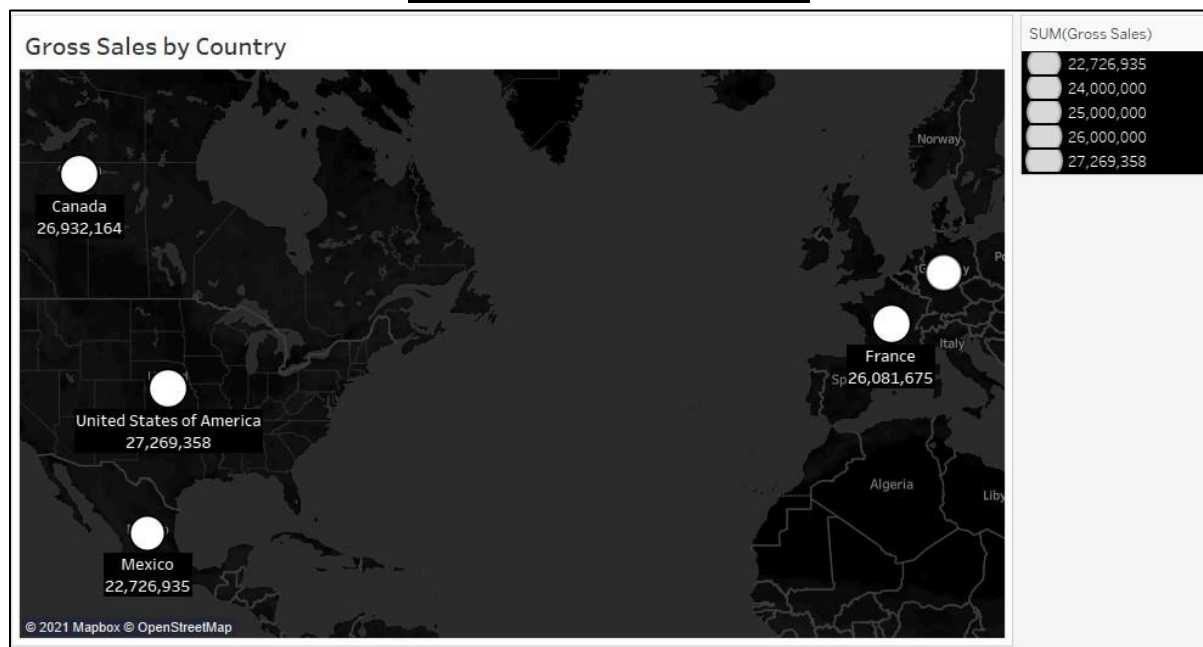
Sales and Profit by Month



The above **Line and Bar chart**, gives the information about the performance of Profit and Sales for the last 12 months. Here, we can see that the Profit and Sales value generated in

the month of October were high. And the Profit and Sales value generated in the month of March was very low.

Gross Sales by Country



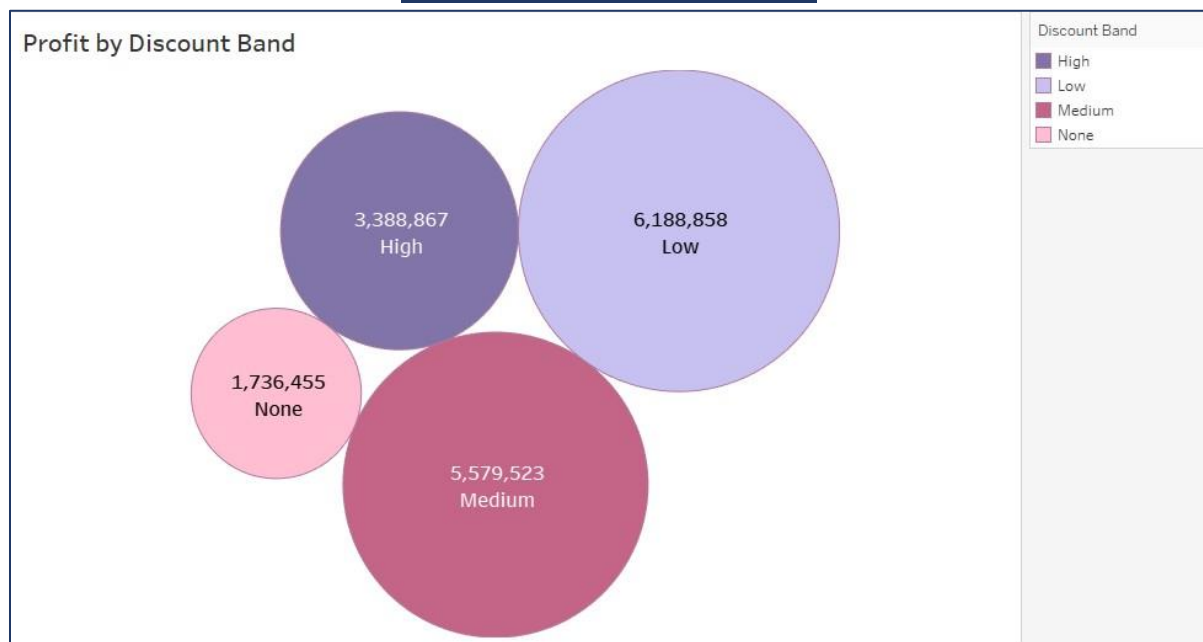
From the above **Symbol Map**, we can see the Gross sales by country. Here, the Gross sales for USA were high and Gross sales value for Mexico was low.

Product and Manufacturing Price



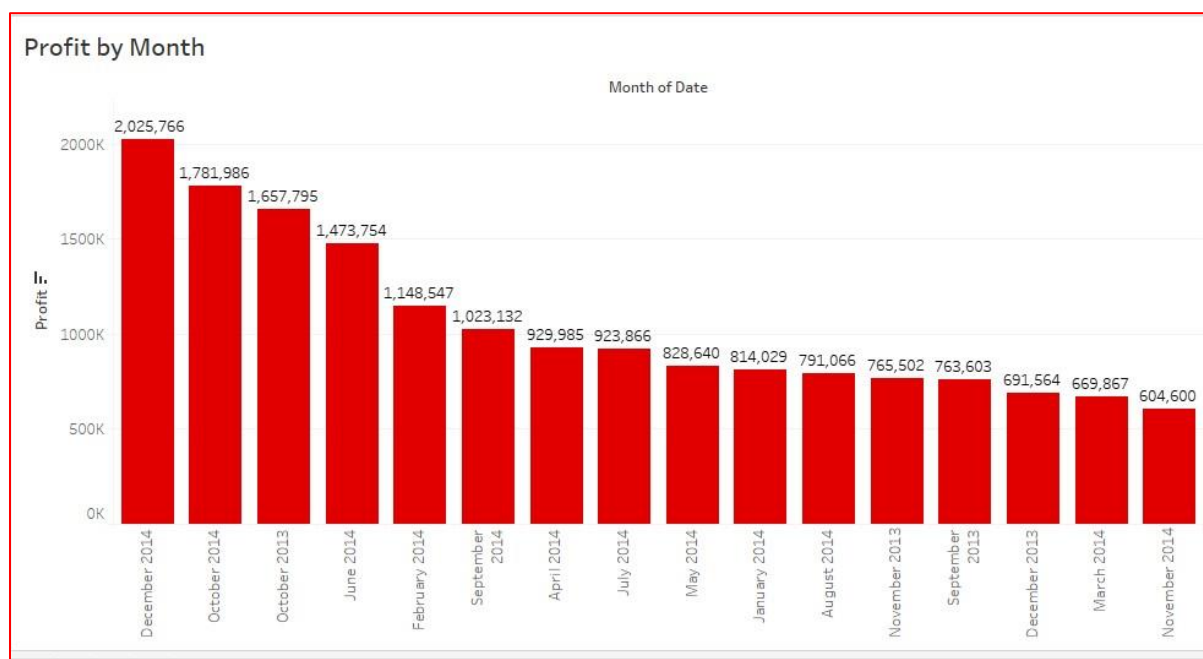
From the above **Bar chart**, we can conclude that for VTT product the manufacturing price was high and for the product Carretera the manufacturing price was very low.

Profit by Discount band



The above **Packed Bubble Chart** gives the Profit by discount band.

Profit by Month





From the above chart, we can clearly see that December 2014 had the most profit.

THE
END