

# INSIGHT\_TOY\_Demo Analysis Report

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## Task 1

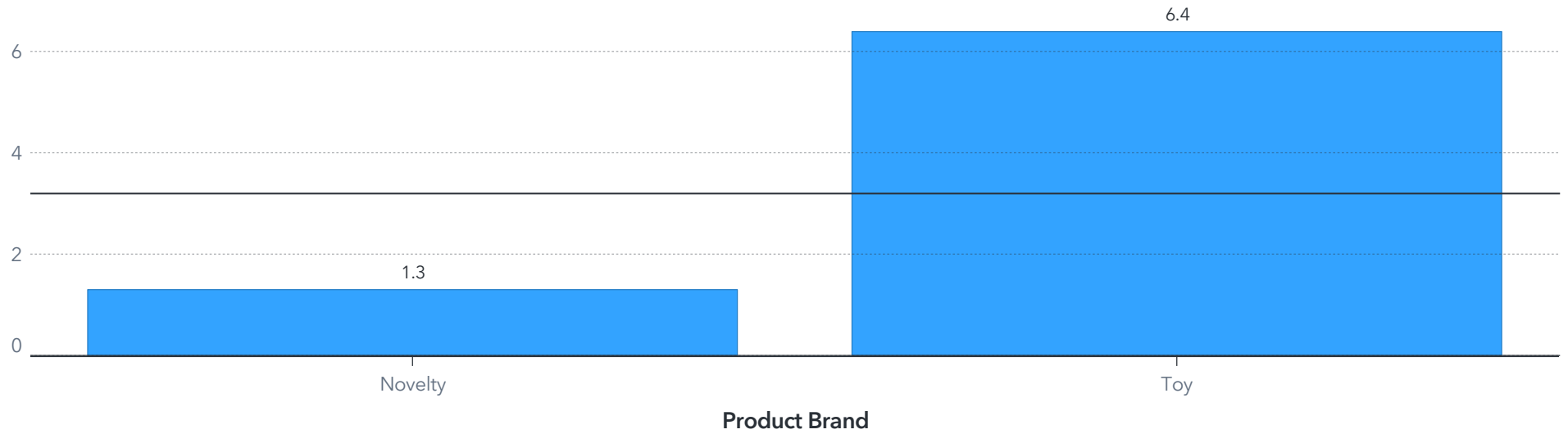
Avg Gross Margin by Facility Continent

Avg Gross Margin



Avg Gross Margin by Product Brand

Avg Gross Margin

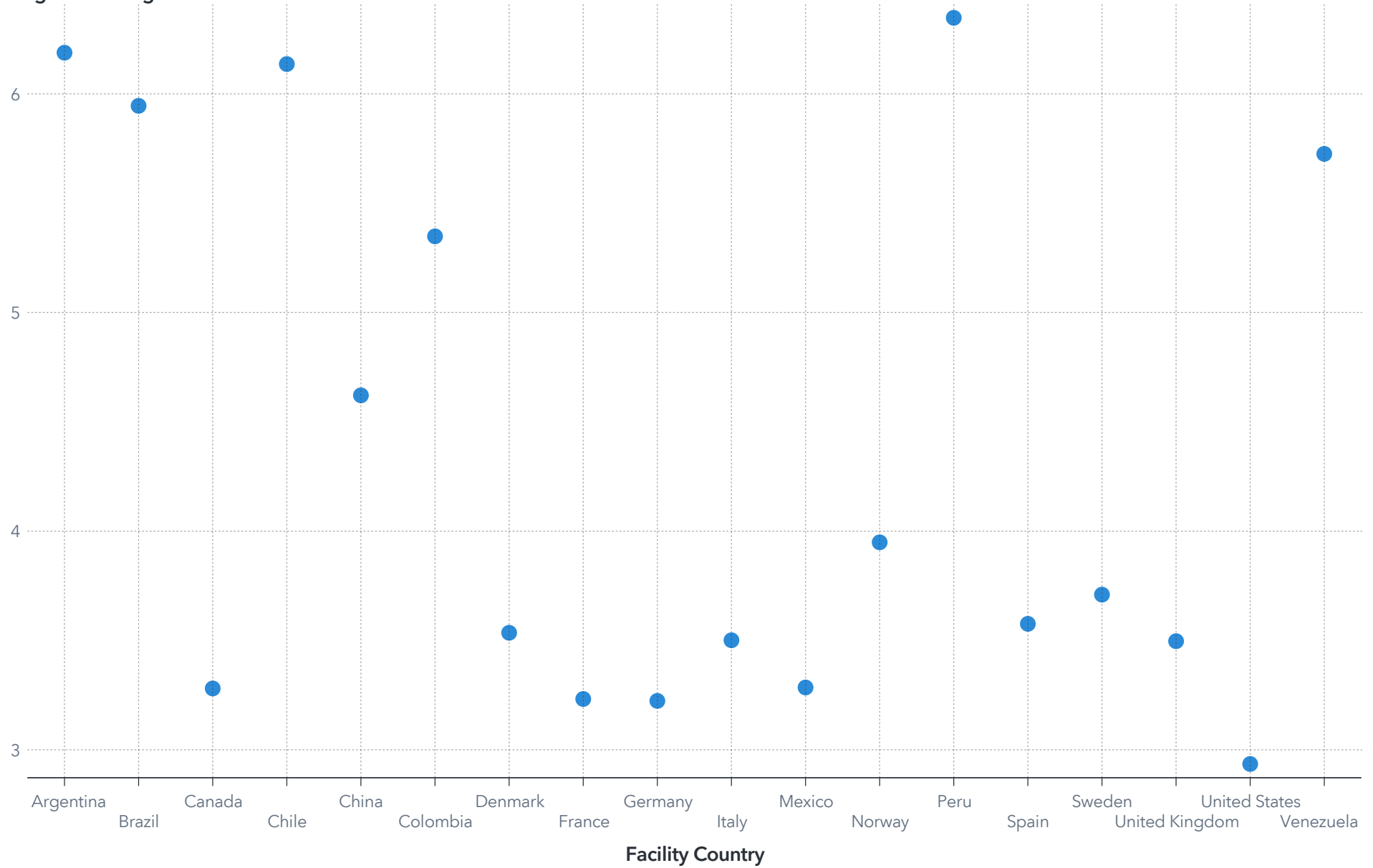


## Gross Margin based on Country and Continent

Facility Continent ▼	Facility Country ▼	Gross Margin ▼	Product Sale
<b>Total</b>		<b>5,035,736.47</b>	<b>31668376</b>
<b>North America</b>	<b>United States</b>	3,573,662.29	22832243
	<b>Canada</b>	152,225.58	969520
	<b>Mexico</b>	66,993.46	406205
<b>Europe</b>	<b>Spain</b>	248,249.25	1560412
	<b>United Kingdom</b>	239,321.36	1501642
	<b>Germany</b>	109,878.64	689530
	<b>Sweden</b>	98,597.90	607665
	<b>Italy</b>	72,336.90	445738
	<b>Norway</b>	70,504.22	409697
	<b>France</b>	45,132.89	296303
	<b>Denmark</b>	37,455.65	234614
<b>South America</b>	<b>Brazil</b>	85,646.07	455194
	<b>Peru</b>	72,270.55	376081
	<b>Venezuela</b>	59,378.30	325704
	<b>Chile</b>	53,532.39	282672
	<b>Colombia</b>	36,604.41	200706
	<b>Argentina</b>	11,497.38	57805
<b>Asia</b>	<b>China</b>	2,449.23	16645

## Avg Gross Margin by Facility Country

Avg Gross Margin

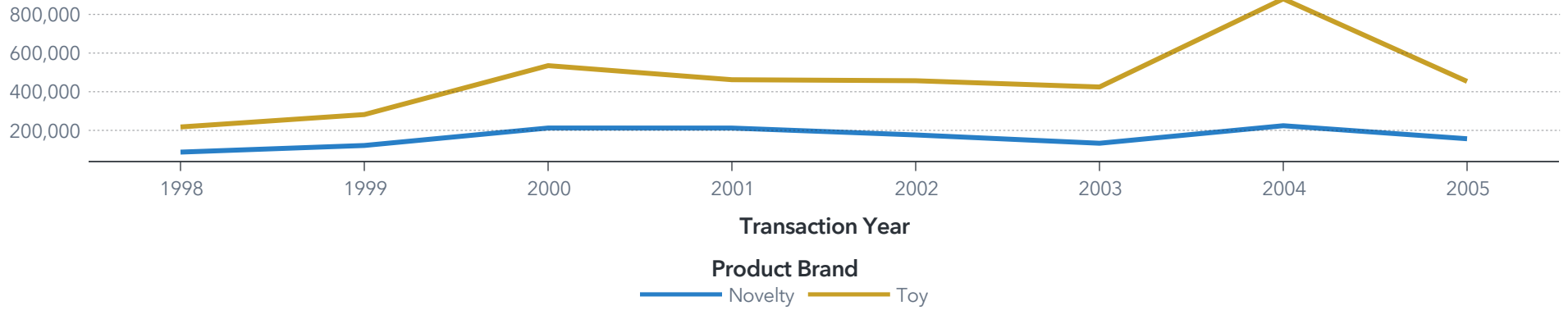


## Product Sale in Continent over Time

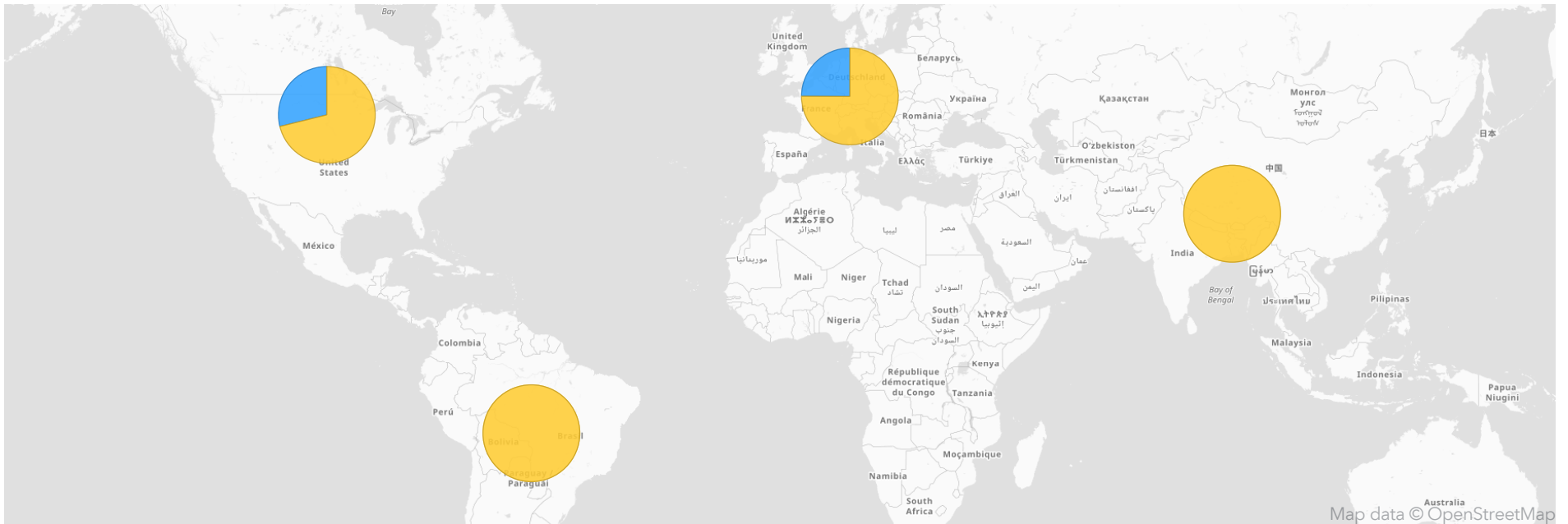


## Gross Margin by Transaction Year grouped by Product Brand

### Gross Margin

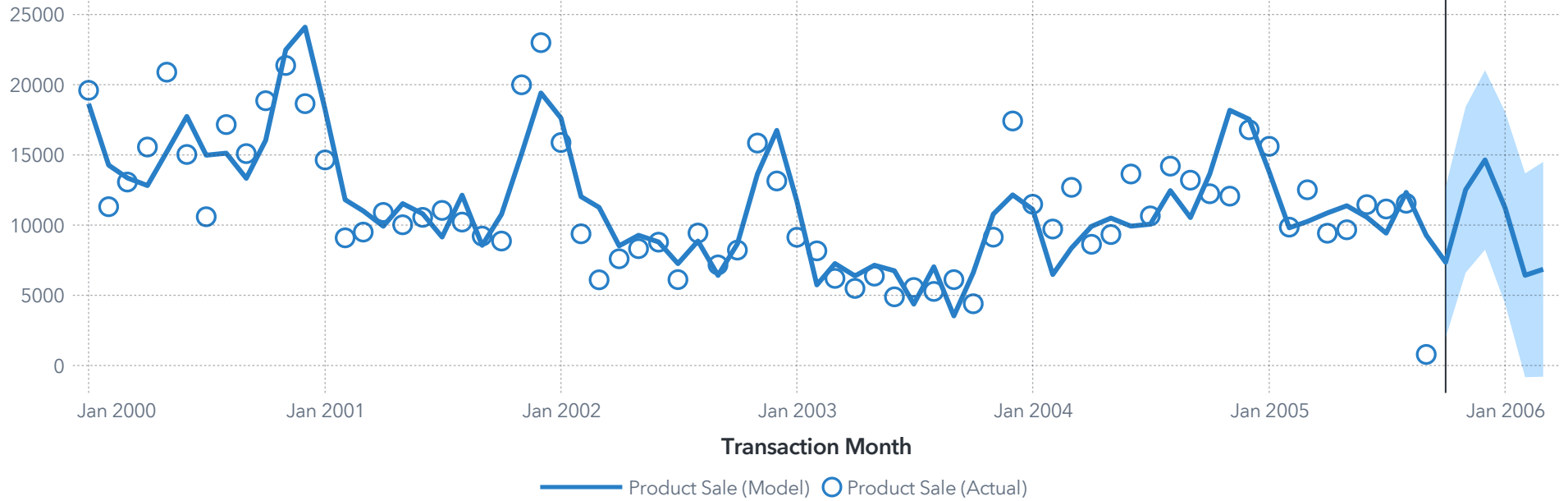


## Brand Trend in Continents



## Task 3

### Product Sale



[A1.2](#)

### Geo Map of Facility City sized by Product Sale

All Facility Geo-hierarchy > Europe ▼ > United Kingdom ▼ > Manchester ▼



[A1.3](#)

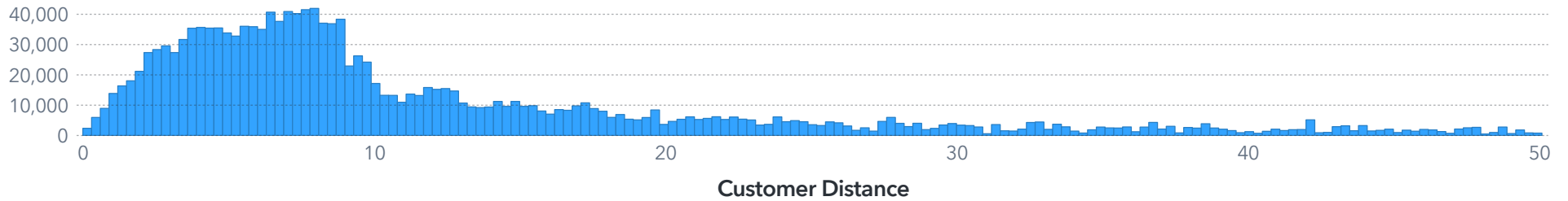
## Task 4.1

### Facility Continent

Asia	Europe	North America	South America
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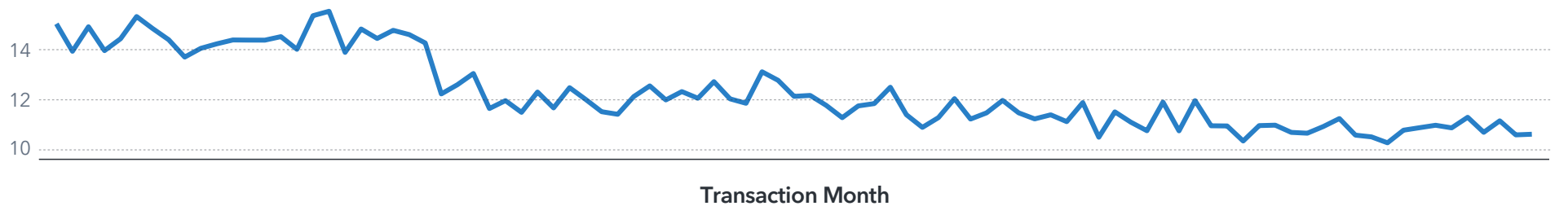
### Frequency of Customer Distance

#### Frequency



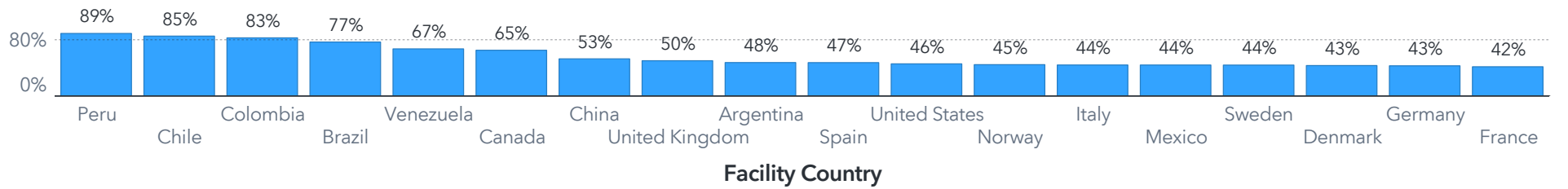
### Customer Distance by Transaction Month

#### Customer Distance



### Customer Satisfaction by Facility Country

#### Customer Satisfaction





## Task 4.4

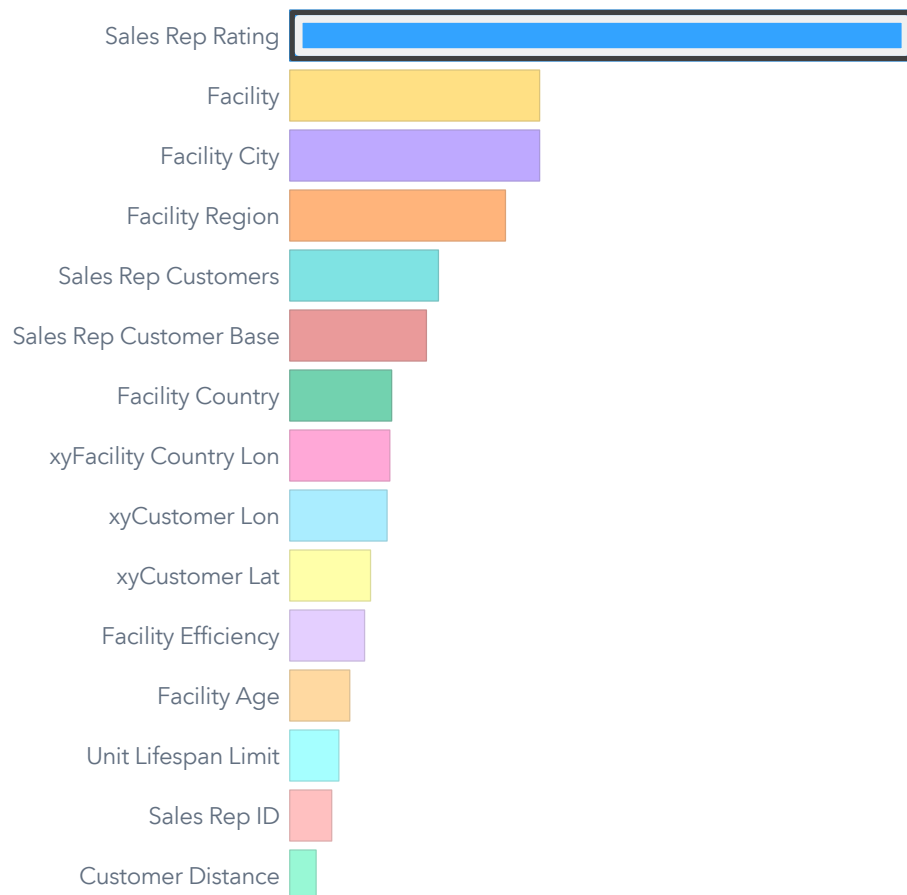
### What are the characteristics of Customer Satisfaction?

Customer Satisfaction ranges from 19% to 100%. Average Customer Satisfaction is 47%. Most cases (the middle 80%) have a Customer Satisfaction between 30% and 71%. Sales Rep Rating best differentiates the highest (top 10%) and the lowest (bottom 10%) Customer Satisfaction cases. The three most related factors are Sales Rep Rating, Facility, and Facility City.

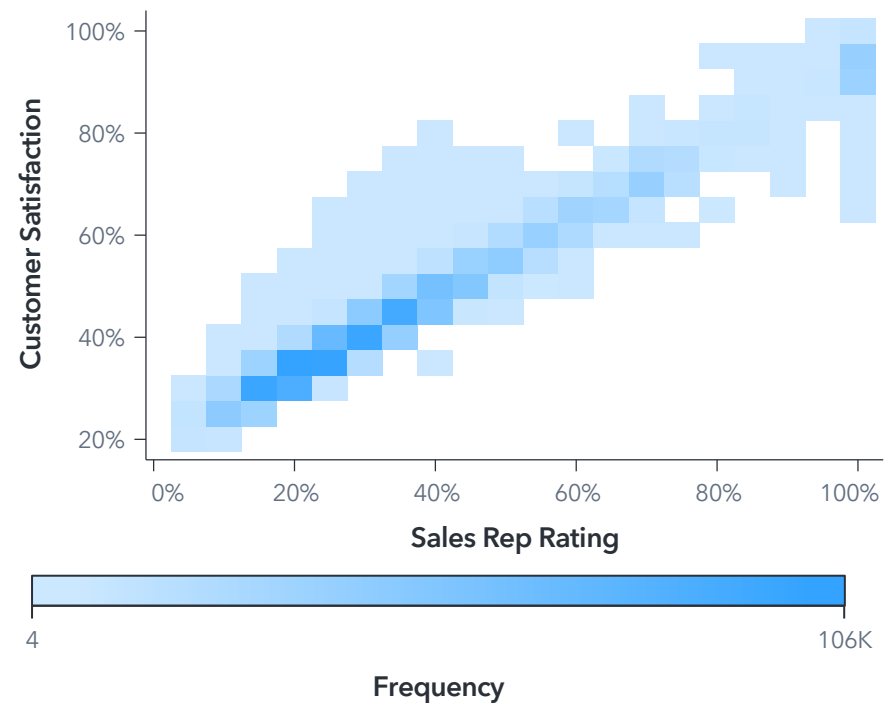
There are 79K cases that might be outliers, with Customer Satisfaction greater than or equal to 87%.

⚠ A3.1

### What factors are most related to Customer Satisfaction?



### What is the relationship between Customer Satisfaction and Sales Rep Rating?

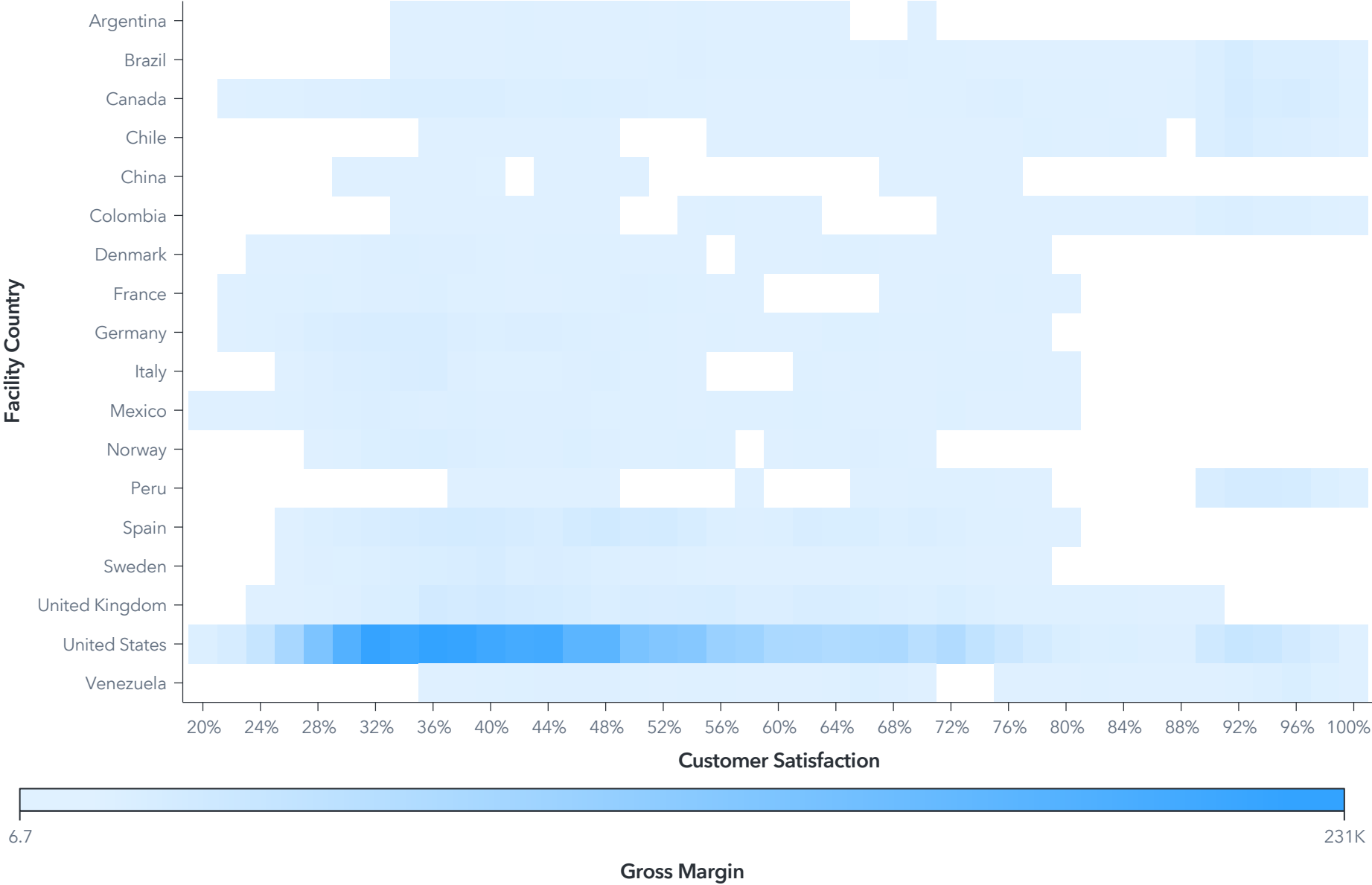


⚠ A3.2

Customer Satisfaction may have a strong cubic relationship with Sales Rep Rating. Average Sales Rep Rating is 38%, and it ranges from 5.3% to 100%.

Task 4.4b

Gross Margin by Customer Satisfaction, Facility Country



Gross Margin

610K

 [A4.1](#)

What are the characteristics of Gross Margin?

Gross Margin ranges from 0 to 35. Average Gross Margin is 3.5. Most cases (the middle 80%) have a Gross Margin between 0.16 and 11. Product Make best differentiates the highest (top 10%) and the lowest (bottom 10%) Gross Margin cases. The three most related factors are Product Make, Product Sale, and Product Price (target).

There are 22K cases that might be outliers, with Gross Margin greater than or equal to 7.7.

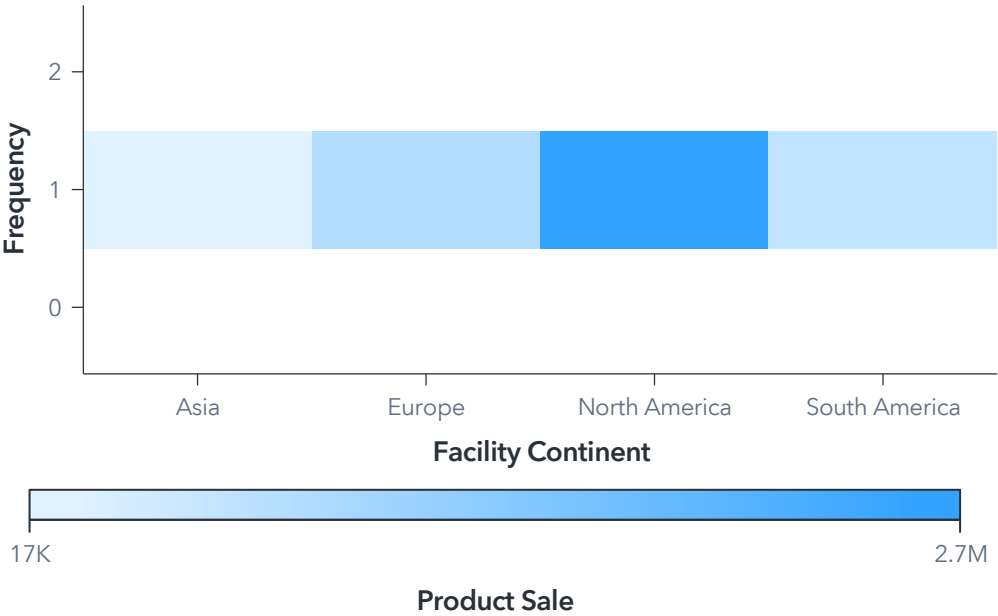
 [A4.2](#)

Product Sale

3.8M

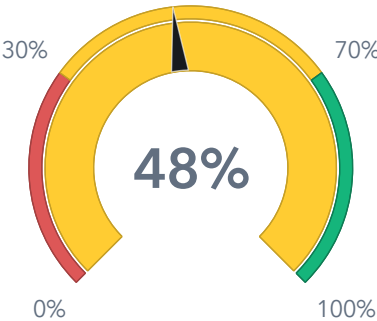
 [A4.3](#)

Product Sale by Facility Continent, Frequency



 [A4.4](#)

Customer Satisfaction



 [A4.5](#)

## Appendix

### A1.1 INSIGHT\_TOY\_Demo Analysis Report

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Parameters: Transaction Year Parameter = ''

### A1.2 Forecasting - Transaction Month 1

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Filters: ( Facility Continent = 'Europe' ) AND ( Facility Country = 'United Kingdom' ) AND ( Facility Region = 'Manchester' )

### A1.3 Geo Map of Facility City sized by Product Sale

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Drill Levels: Facility Geo-hierarchy: Europe → United Kingdom → Manchester

Display Rules: Product Sale  
☒ Product Sale > 0

### A2.1 Customer Satisfaction by Facility Country

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Filters: Facility Continent IN { ALL }

### A3.1 What are the characteristics of Customer Satisfaction?

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Warnings: There are too many high outliers. Only 10,000 of them are displayed.

### A3.2 What factors are most related to Customer Satisfaction?

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Warnings: There are too many high outliers. Only 10,000 of them are displayed.

### A4.1 Key value - Gross Margin 1

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Filters: Transaction Year = 2005

### A4.2 What are the characteristics of Gross Margin?

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Warnings: There are too many high outliers. Only 10,000 of them are displayed.

A4.3 Key value - Product Sale 2

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Filters: Transaction Year = 2005

A4.4 Product Sale by Facility Continent, Frequency

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Filters: Transaction Year = 2005

A4.5 Customer Satisfaction

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Filters: Transaction Year = 2005

Display Rules: Customer Satisfaction

-   $0\% \leq x < 30\%$
-   $30\% \leq x < 70\%$
-   $70\% \leq x \leq 100\%$