BUSINESS ANALYSIS DOCUMENT

This Data represents the total revenue and sales of AVATAR COMPANY generated by each Representative in 2016. This Abstract is about the detailed analysis on the entire data.

Total Sales Data in 2016

Submitted by Tanu Roy, Sharran Baskar, Cyril Oliver, Lionel prince

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# INTRODUCTION:

CLEMEN’S PARK Company’s Sales data is a data which we are trying to achieve the view of total sales or profit in a particular region or state for a particular product in order to enhance the service quality or the business model. This Company sales many stationery items which is categorized as in Junk items, Stuffs, Things and Widgets across the USA.

The Company has decided to

Sales analytics is the practice of generating insights from sales data, trends, and metrics to set targets and forecast future sales performance. Analysis should focus on improvement and developing a strategy for improving your sales performance in both the short- and long-term.

Sales analytics is used in identifying, modelling, understanding and predicting sales trends and outcomes while aiding sales management in understanding where salespeople can improve.

We will be mining the data to evaluate the performance of your sales team against its goals. It provides insights about the top performing and underperforming products/services, the problems in selling and market opportunities, sales forecasting, and sales activities that generate revenue.

**Junk Items** refer to the miscellaneous clutter found scattered all over the Commonwealth, such as toys, housewares, garbage, and tools that the Sole Survivor can collect. We sell any old or discarded material, as metal, paper, or rags.

**Stuff Items** refer to any groceries here as in food items, turkey, chicken, snacks, vegetables, or cushion, chair, toy, bottle, pen, books, socks, paint etc.

**Things** refer to all necessary everyday items as in garbage bag, toilet paper, liquid soap, plates, cups, cleaning rags & dusting cloths, towels, bed sheets, Air Fresheners etc.

**Widgets** refer to small gadgets or mechanical device as in usb connecter, Applications that are embedded into the body of websites such as Translators, Clocks, Instagram feeds, Video player, search bars, slide shows.

## Business Requirements:

With the Revenue Data for entire year 2016 sales of ABC Company, we will visualize the scenario using Tableau platform to analyse the area and main spot of the market for better understanding. We will also try to find out the less benefitted area in a particular region for this company. So That we can change our business module according to our need.

## Smart Goal:

Tableau Dashboard will help us understanding the potential Sales Representatives, potential buyers and the items frequently being bought. So that We can easily check how is the progress going on and How much we have achieved the target.

## Scope of the Project:

We will be looking forward to do an exploratory data analysis and we have to fill some KPI, reports and Dashboard.

## Audience:

Our Target Audience would be the HR, Admin, Sales Manager and Manager.

## Assumption:

We will see an exponential growth in Revenue generation from year 2016 to next year 2017. Our Objective is to expand the business in higher level in terms of more supply with effective sales margin.

## Data Sources:

Data is taken from <https://www.howtoexcel.org/templates/random-sales-data/>

## High-Level Architecture:

Our motive is to build a bigger platform in East, West, North & South regions across the USA by developing the business model. We would hire more sales representative and train them under the guidance of highest sales producing representatives. We would provide more supplies of the most sold items on the region and location where the demand is more and will try to find out the possible reasons of the less producing sales region/location. The supply should be always on for the efficient buyers.

## Project Schedule:

It is a one year project starting from the month January,2017 to December,2017.

## Project Team Structure:

This Project should have a structure of 4 teams to work on in different scenarios.

1. We need 5 new hired people to work for Sales team.

2. An Analytics Team would be working on the data for less revenue generating area.

3. Management team would be taking care of the survey results and act accordingly.

4. Web team will be taking care of the Brand value.

## KPI Design Document:

### Sales by Representatives:

#### Business Requirements:

We have contribution of sales from 5 representatives. We see the highest number of sales have been achieved by SARA SNYDER with $268,212 followed by Patrick Graham with $167,834. Apart from them we have considerable amount of sale from

#### Business Logic:

Select Sales\_Repesentative, sum(Total\_Sales\_Amount) from Company\_Sales\_Data groupby Sales\_Representative

#### Visualization Requirements:

Create a Pie Chart in colour visualization with Sales Representatives and the Total Sales Amount to see the proper distribution.

### Potential Customers:

#### Business Requirements:

We have the records of many potential customers who placed orders from minimum of $196 to maximum of $4221 in the entire year of 2016. Our goal is to take very good care of the regular customers or the potential customers.

#### Business Logic:

Select Customer,count(Customer),sum(Total\_Sales\_Amount) from Company\_Sales\_Data groupby Customer

#### Visualization Requirements:

Create a box plot with Customer and Total Sales Amount. This can help spot our target area.

### Location wise Sales:

#### Business Requirements:

Some particular locations are generating high revenue at the same time some of them are giving less. We need to find out the factors of getting more sales so that we can also implement it on the location generating less number of sales.

#### Business Logic:

Select Location,count(Location),sum(Total\_Sales\_Amount) from Company\_Sales\_Data groupby Location

#### Visualization Requirements:

Create a Bar Graph in colour visualization with Location and the Total Sales Amount in ascending order.

### Item wise Sales:

#### Business Requirements:

Depending upon the items, sales margin is changing. Highest sold item is Junk. So we need to make sure we always have the enough stocks.

#### Business Logic:

Select Item, count(item),sum(Total\_Sales\_Amount) from Company\_Sales\_Data groupby Item

#### Visualization Requirements:

Create a Bubble graph in colour visualization with Item and Total Sales Amount.

### Region wise Sales:

#### Business Requirements:

According to our data set , we have 2 regions-East & West in which East Region is high is generating Revenue. East Region is producing sales of $454,118 whereas West Region is generating $265,653.

#### Business Logic:

Select Region,count(Region),sum(Total\_Sales\_Amount) from Company\_Sales\_Data groupby Region

#### Visualization Requirements:

Create a Bar graph with the Region and the Total Sales Amount to compare them easily.

# Tableau Dashboard:

#### <https://public.tableau.com/app/profile/tanu.roy/viz/Final_Project_Dashboard_16265541456590/ProjectDashboard?publish=yes>

# Story:

Final Project Dashboard is a final Dashboard with the visualization of all KPIs along with the details for the audience and viewers to get clear understanding in a simpler way. It depicts the whole narrative of key performance indicators, business strategies and processes in the form of an interactive dashboard on a single screen, and in real-time.

Sales by Representative’s pie chart gives a clear view of the effective sales person who is Sara Snyder contributing almost 35% of the Revenue.

Potential Customer chart would help finding the customer with high and medium budget.

Location wise Sales show New York generates higher revenue followed by Massachusetts, Washington, New Jersey, California, Oregon, Connecticut and Nevada is the lowest.

Item wise Sales graph will show the product which is sold the maximum. Junk Items is sold 13,118 quantity with highest number so that means, It has a demand.

Region wise Sales clearly depict the East Region is contributing almost double the sales amount than West.

**The End**