

Measuring goals and KPIs

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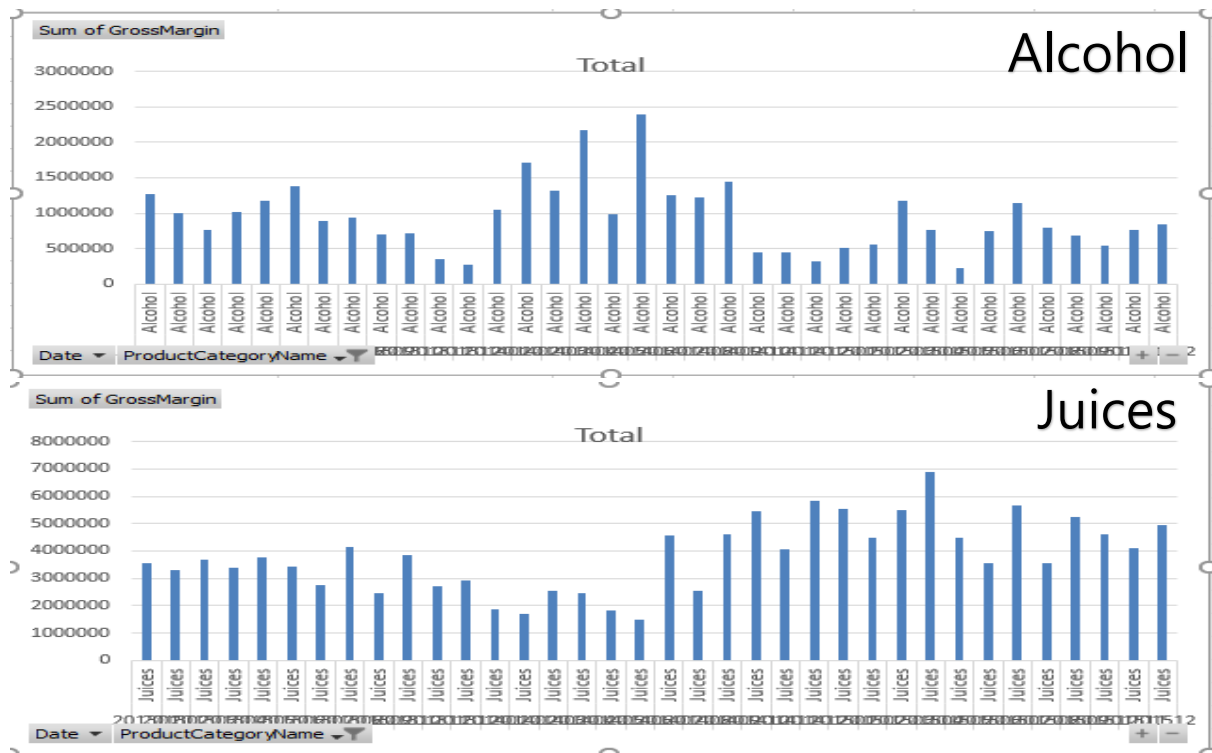
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Goals

A goal of the case that provided from Brightspace is to increase revenue or decrease cost. I focused to sector of gross_margin to elicit the answers from several questions. In terms of gross_ margin, I used the pivot table and chart to visualize the results of filter.

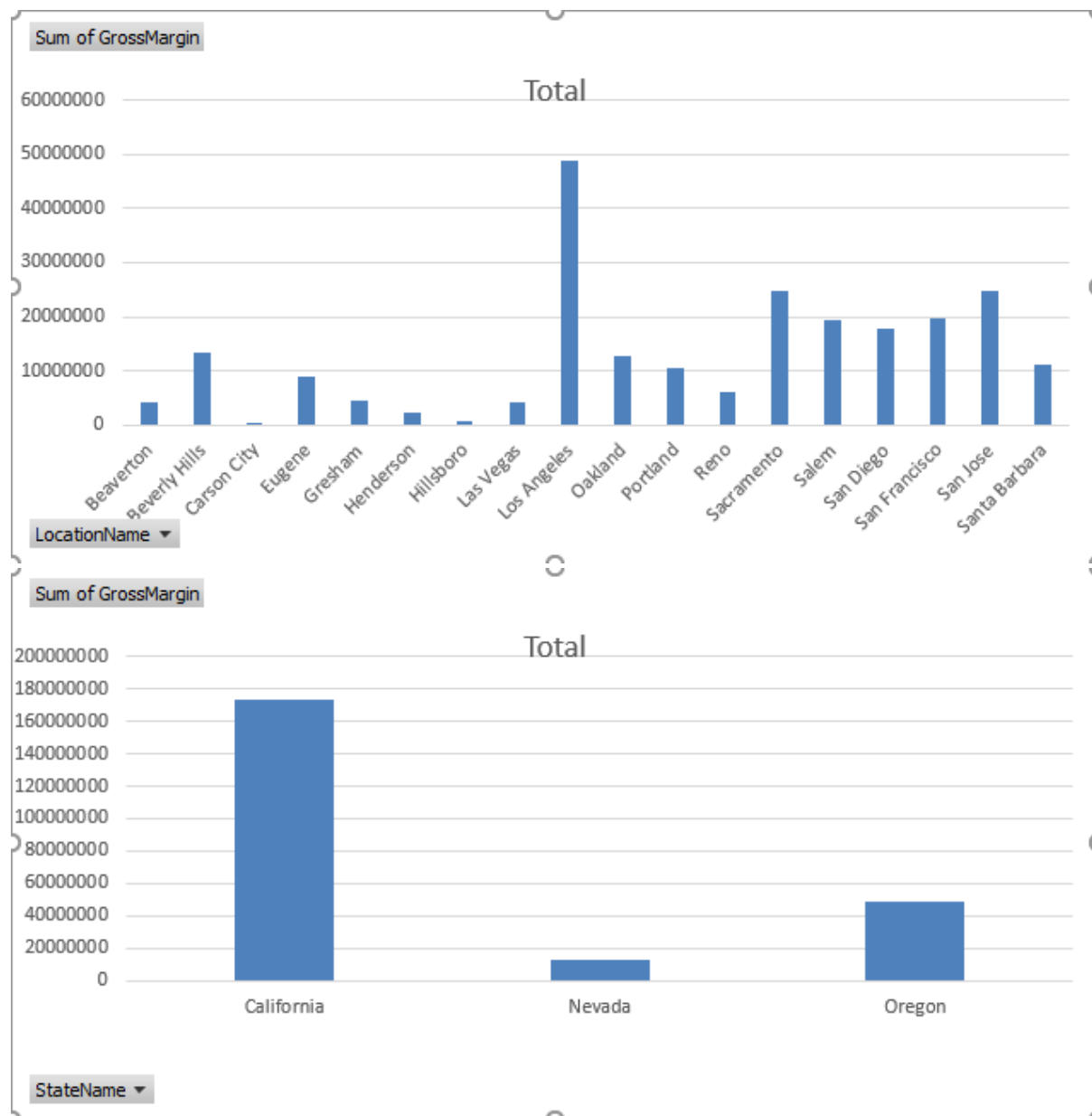
- 1) Which type of beverage and product generate the most revenue?

This approach is to discover the sales trend by product and to decide whether we develop more products of a certain type. The chart gross_margin below is organized by product type from 2013 to 2015.



2) Which area of state generate the most revenue?

This approach is to decrease the cost of shipping container. It is to decide where to place the warehouse. The chart gross_margin below is organized by location and product.



According to the chart, Los Angeles in California is the best place to build a warehouse for decreasing shipping cost.