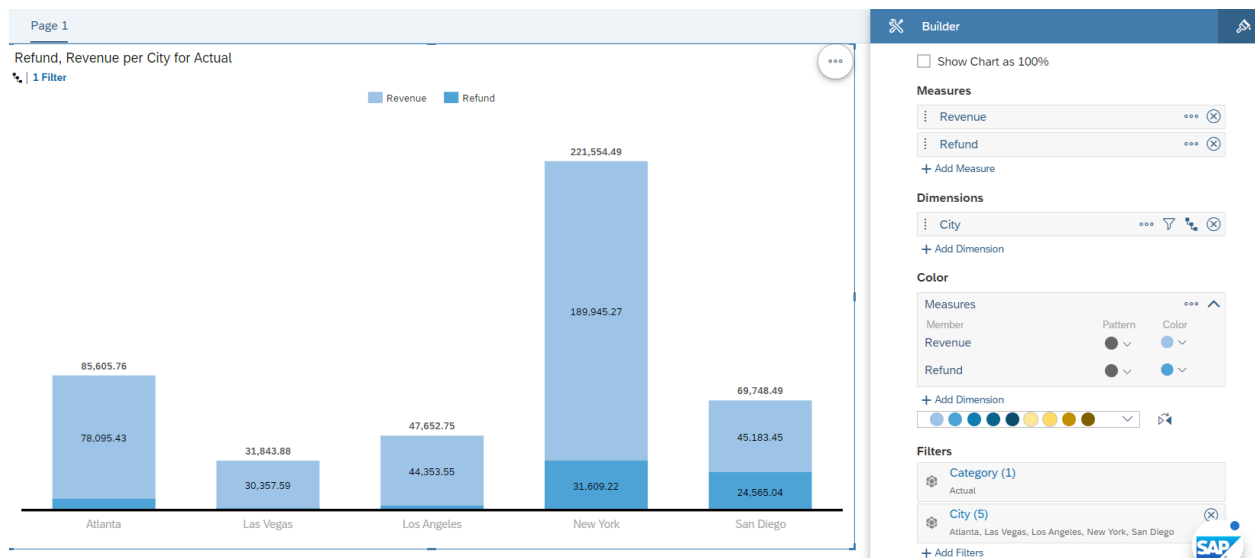


Task: Data Analysis

1A. In what city Fond Rouge loses the highest % revenue due to returns?

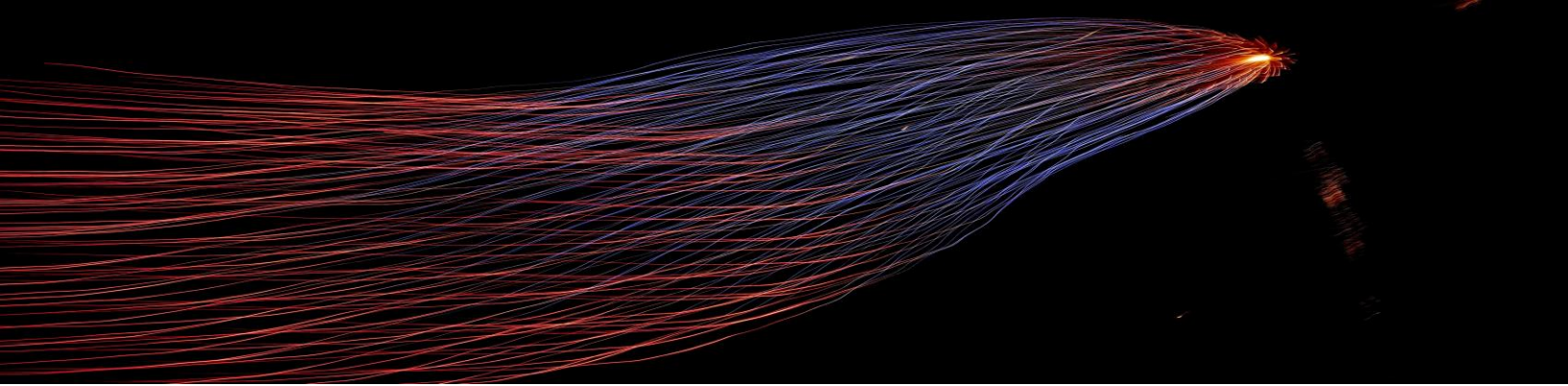
San Diego

1B. Paste a screenshot of your Stacked Bar chart of Revenue & Refund per US city.

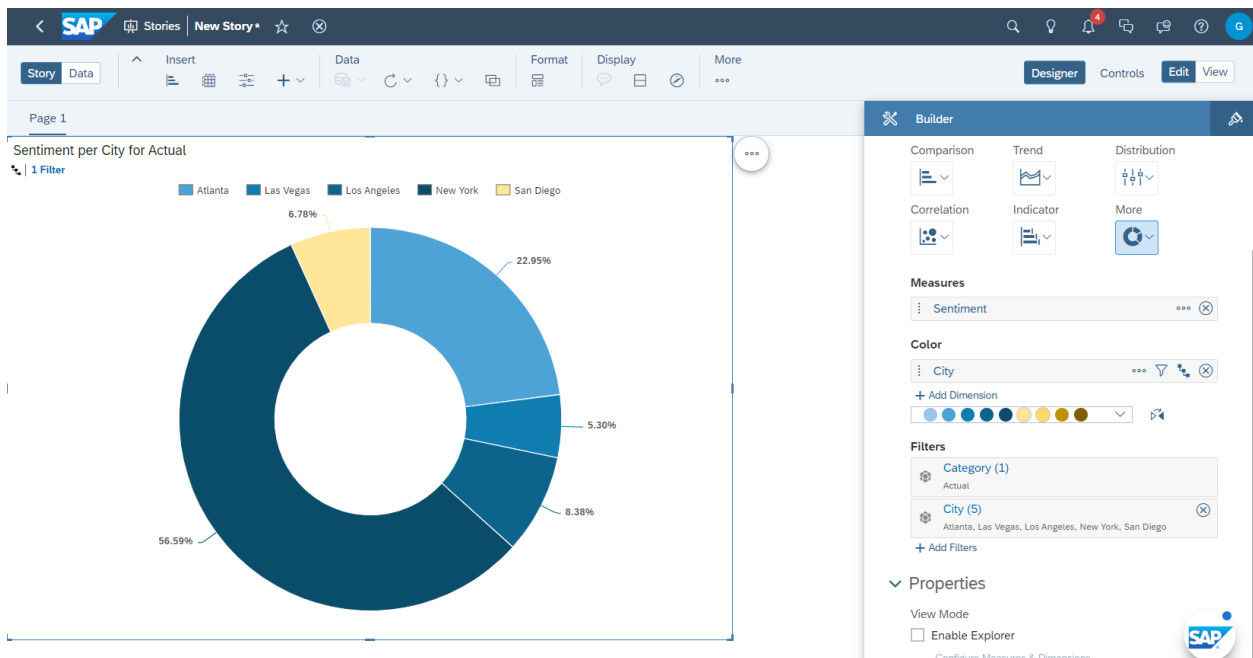


2A. What is the % NEG Class-ifiers in the US?

Approx 31%

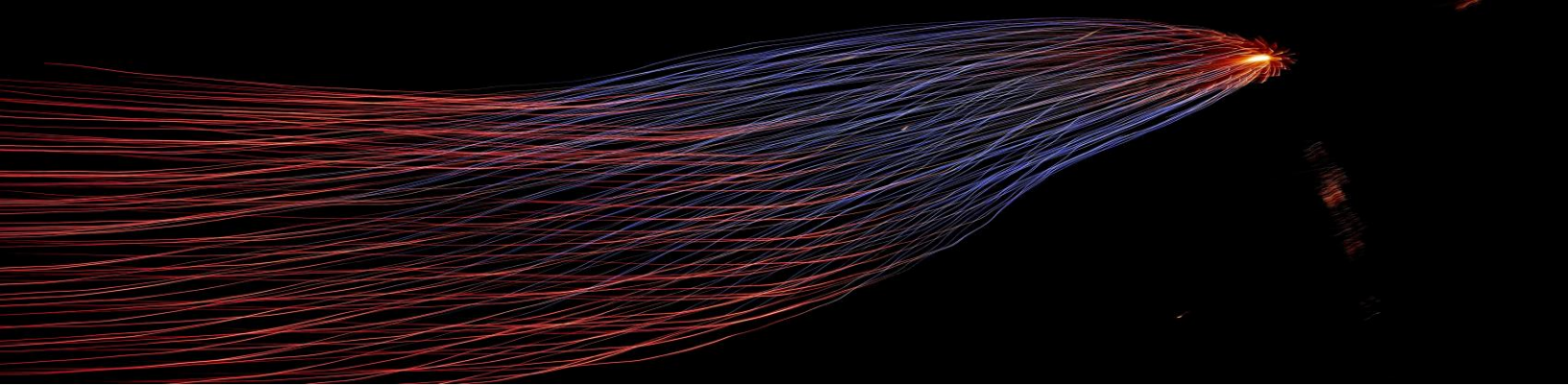


2B. Paste a screenshot of your Donut chart of Sentiment Class in the US

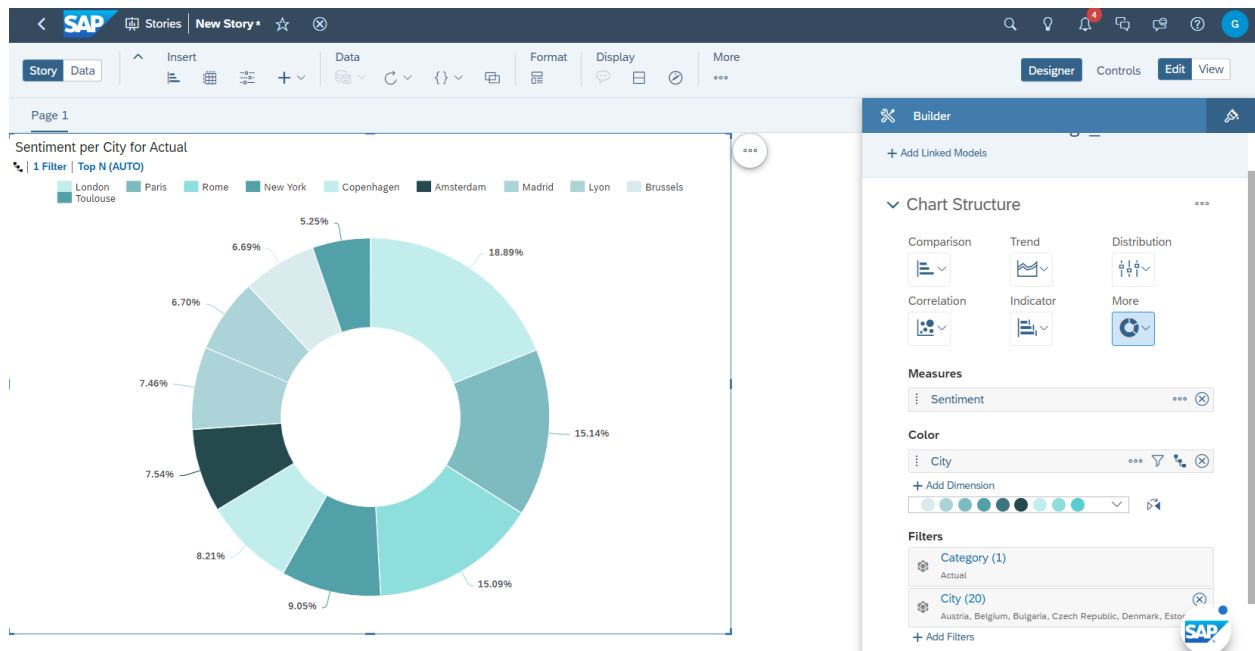


3A. What is the % NEG Class-ifiers, Globally?

Approx 4%



3B. Paste a screenshot of your Donut chart of Sentiment Class, Globally.

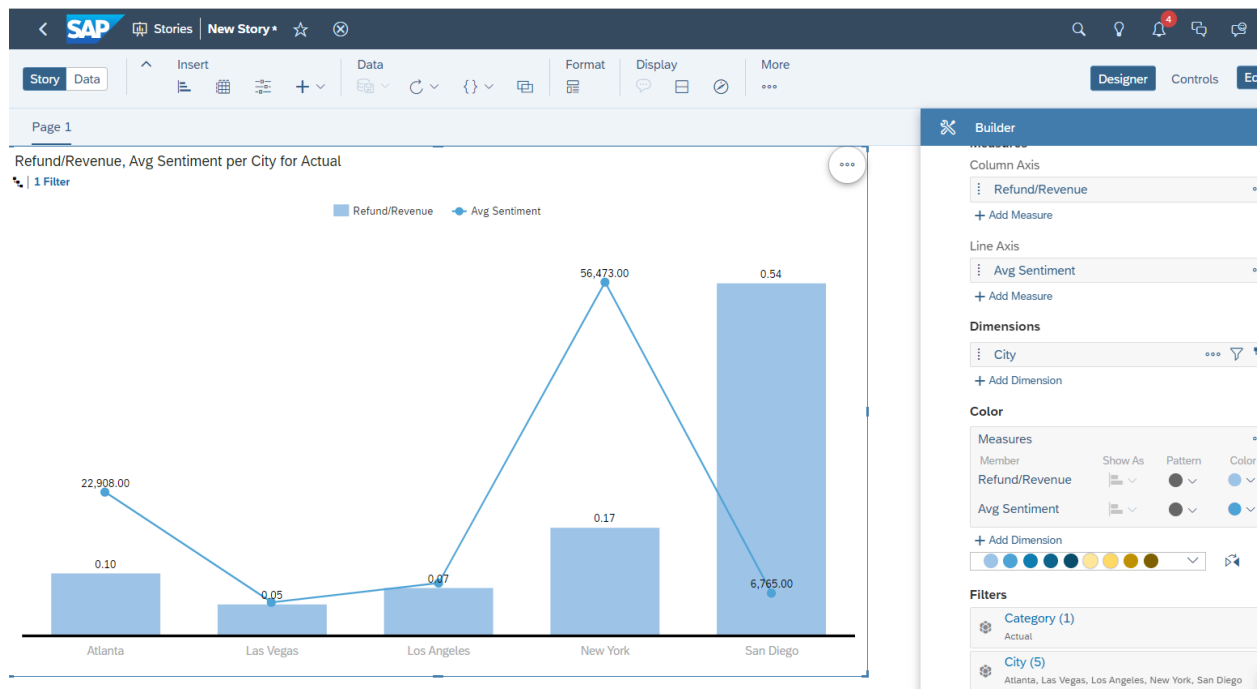


4A. List the locations where counterfeiting may be happening?

(Hint: look for cities where the returns are lower than 20%, but the Sentiment is low (under 65))

Las Vegas and Los Angeles are the location where counterfeiting may be happening.

4B. Paste a screenshot of your Column & Line chart of Refund/Revenue & Avg Sentiment per US city.



5. Does Fond Rouge have a problem in all of its American locations? How can you tell?

No, there are other cities with high sentiment with lower percentage of returns such as Atlanta and New York.

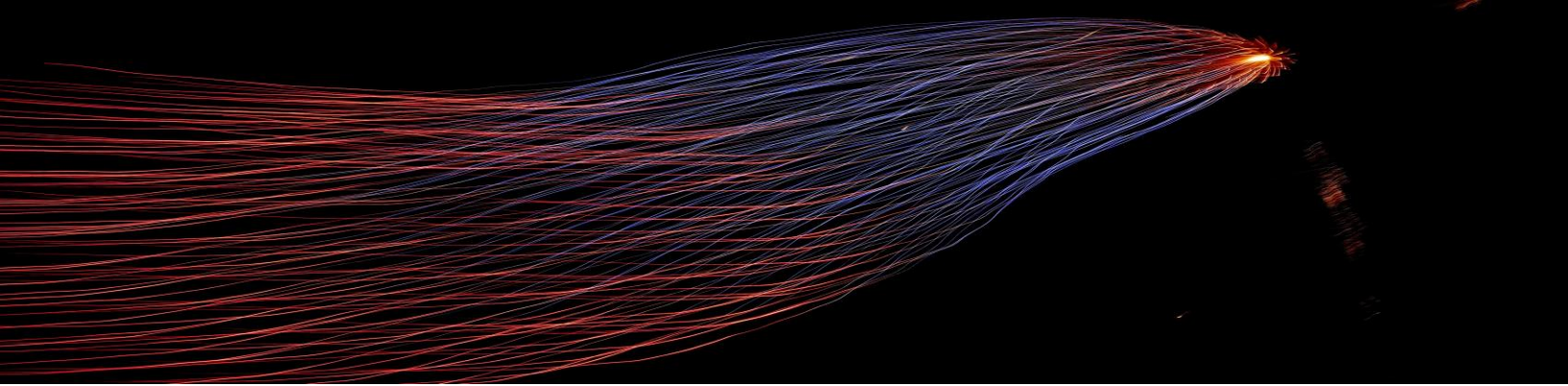
Atlanta 9.6

2 %

New York 16.6

4 %

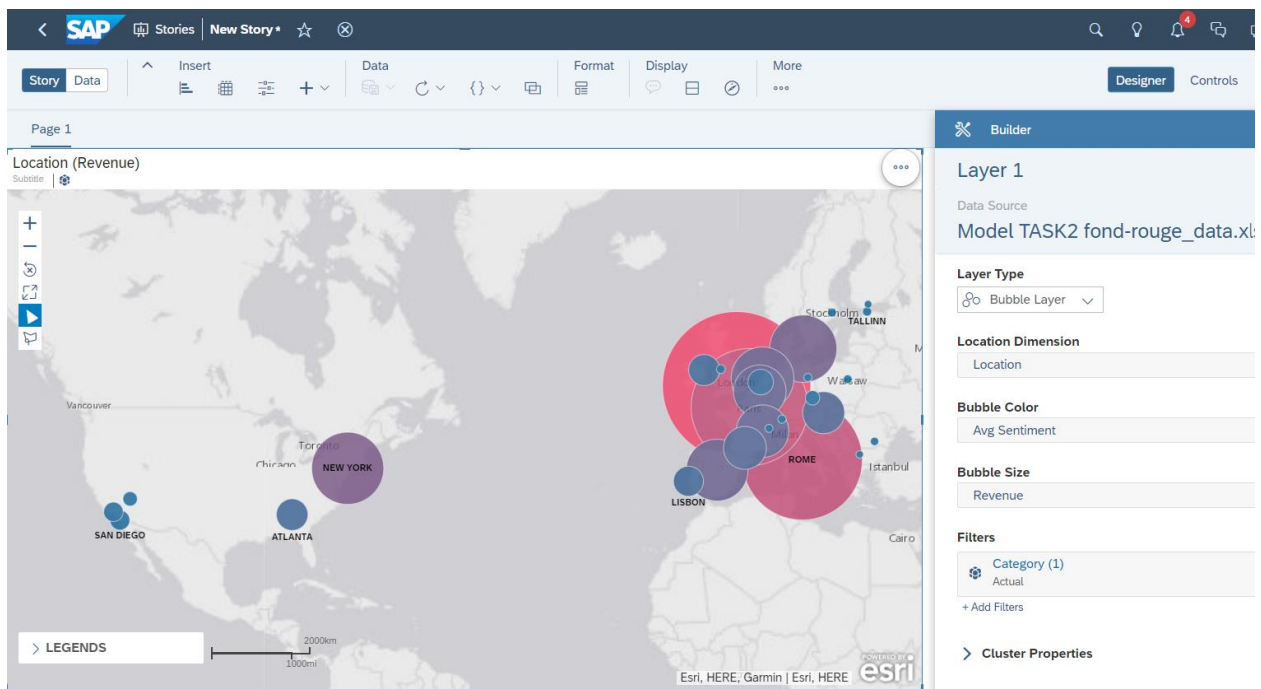
All east coast locations show positive sentiment scores and increased sales. The result shows how generally favorable or negative the text under analysis is. Anything with a score less than -0.05 is considered negative, and anything with a score of 0.05 is considered positive.



6. Is counterfeit the only problem that's observable in Fond Rouge's data for its US operation? Why?

Both Atlanta and New York have a smaller percentage of returns, which indicates that there may be other factors contributing to the discontent of customers in those cities.

7. Paste a screenshot of your GeoMap (Bubble Layer) of Location, Avg Sentiment, Revenue.



8. Paste the login url for your SAP Analytics Cloud tenant.

<https://www.sap.com/products/technology-platform/cloud-analytics.html>