

AdHoc Analysis Short Deck

For Lola Tamis

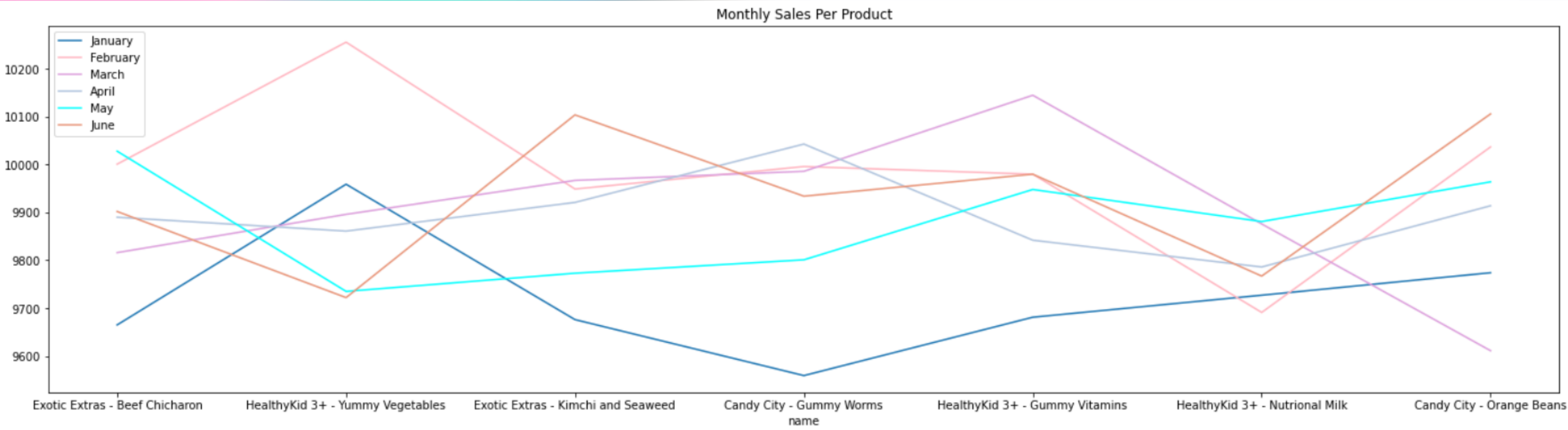
Ellesandra Denise Gallares | ITMGT 25.03-C

Monthly Sales Per Product

	name	January	February	March	April	May	June
0	Exotic Extras - Beef Chicharon	9665	10001	9816	9890	10028	9902
1	HealthyKid 3+ - Yummy Vegetables	9959	10256	9896	9861	9735	9722
2	Exotic Extras - Kimchi and Seaweed	9676	9949	9967	9921	9773	10104
3	Candy City - Gummy Worms	9559	9996	9986	10043	9801	9934
4	HealthyKid 3+ - Gummy Vitamins	9681	9980	10145	9842	9948	9980
5	HealthyKid 3+ - Nutrional Milk	9727	9691	9876	9786	9881	9767
6	Candy City - Orange Beans	9774	10037	9611	9914	9964	10106

name = "Product Brand" - "Product"

The difference of quantity of items sold per month can easily be seen. The graph also helps to visualize when a certain product sold the least and the most.



Graph of Monthly Sales Per Product

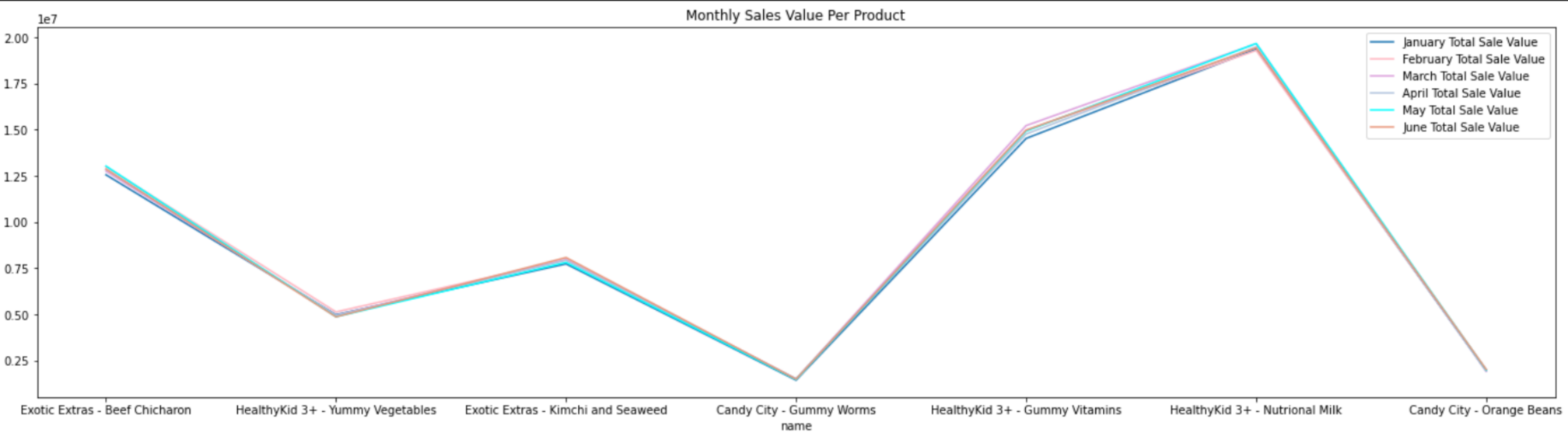
name = "Product Brand" - "Product"

Monthly Sales Value Per Product

	name	January Total Sale Value	February Total Sale Value	March Total Sale Value	April Total Sale Value	May Total Sale Value	June Total Sale Value
0	Exotic Extras - Beef Chicharon	12554835.0	12991299.0	12750984.0	12847110.0	13026372.0	12862698.0
1	HealthyKid 3+ - Yummy Vegetables	4979500.0	5128000.0	4948000.0	4930500.0	4867500.0	4861000.0
2	Exotic Extras - Kimchi and Seaweed	7731124.0	7949251.0	7963633.0	7926879.0	7808627.0	8073096.0
3	Candy City - Gummy Worms	1433850.0	1499400.0	1497900.0	1506450.0	1470150.0	1490100.0
4	HealthyKid 3+ - Gummy Vitamins	14521500.0	14970000.0	15217500.0	14763000.0	14922000.0	14970000.0
5	HealthyKid 3+ - Nutritional Milk	19356730.0	19285090.0	19653240.0	19474140.0	19663190.0	19436330.0
6	Candy City - Orange Beans	1945026.0	1997363.0	1912589.0	1972886.0	1982836.0	2011094.0

name = "Product Brand" - "Product"

It can be easily seen that all the products have similar fluctuations in terms of Sales Value.



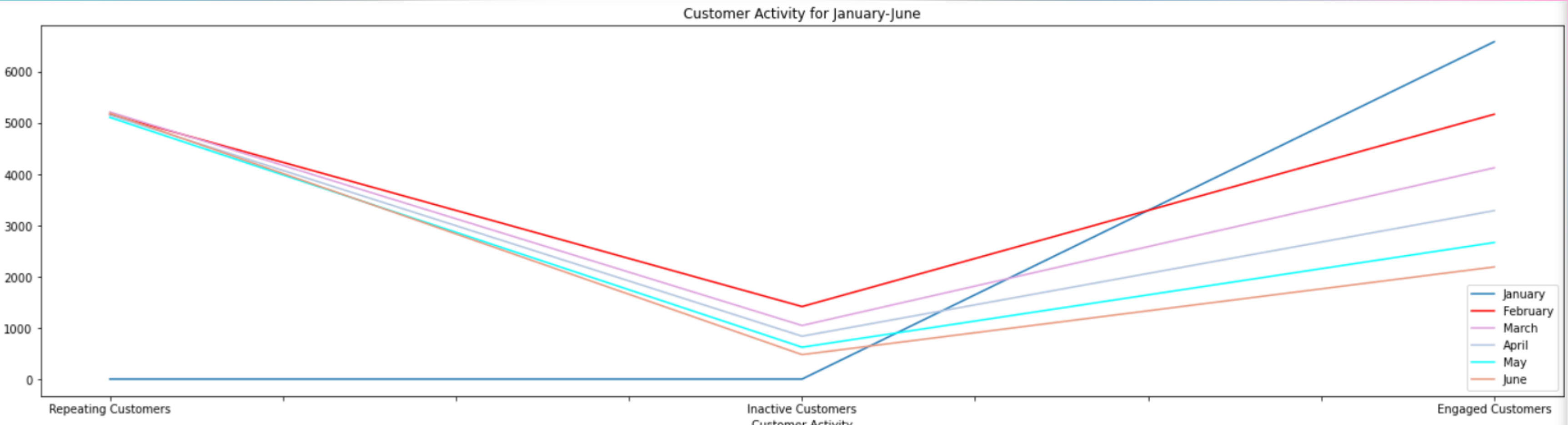
Graph of Monthly Sales Value Per Product

name = "Product Brand" - "Product"

Monthly Customer Activity

Customer Activity		January	February	March	April	May	June
0	Repeating Customers	0	5172	5216	5154	5110	5193
1	Inactive Customers	0	1416	1046	837	622	477
2	Engaged Customers	6588	5172	4126	3289	2667	2190

Difference of Customer Activity per month is visible. Similar growth patterns can also be observed.



Graph of Monthly Customer Activity