



VanArsdel - Sales and Marketing - 2014

Manufacturing company VanArsdel with focus on Regions performance related to:

- Market share
- Product Volume
- Sales

Group 8. Members:

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Introduction

- VanArsdel is a manufacturing company leader in its industry with its Market share calculated around 32% in 2014.
- Some indicators has shown a large drop in market share in June 2014, and the aim of this report is to investigate and clarify which region was more negatively impacted.
- Identifying where the problem is will help the company to build a recovery plan, for example taking some action to leverage sales in a specific region or location.



Objectives



Conclusions



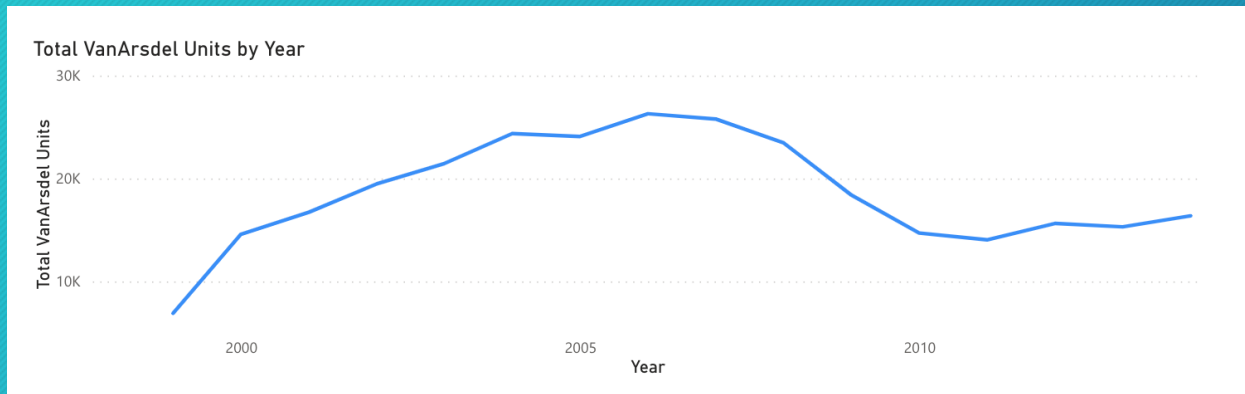
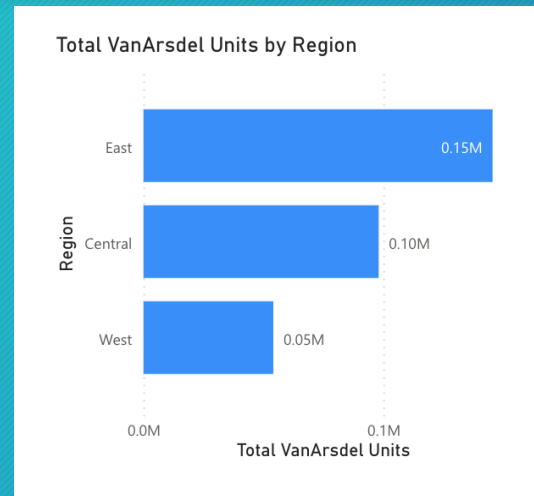
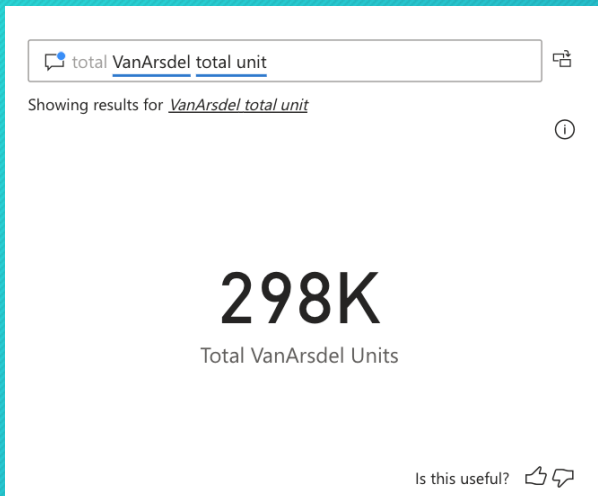
Hypothesis



Executive Summary

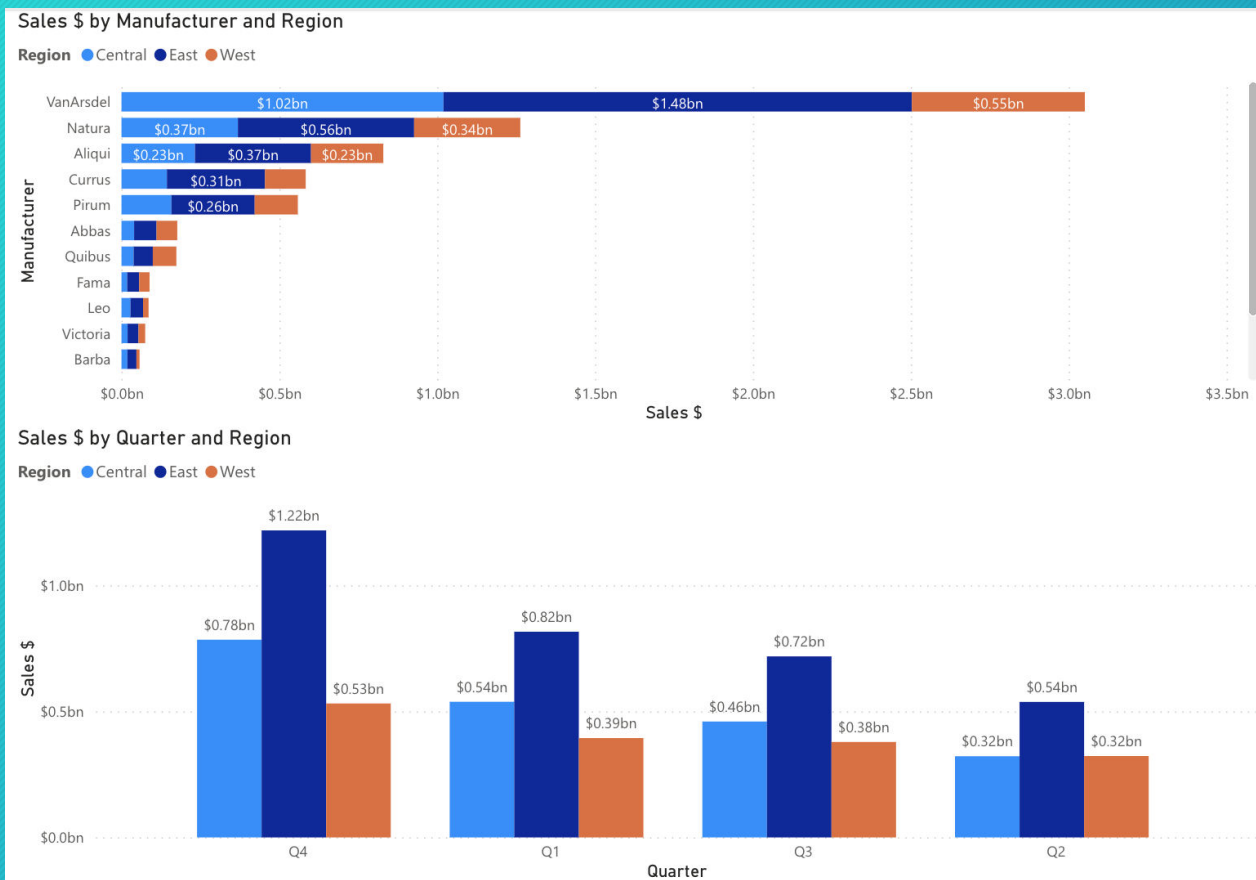
Objectives	Hypothesis	Outcome	Recommendations/Conclusions
To explore the drop of sales, volume and market share in 2014 analysing the company VanArsdel and its competitors with focus on Regions.	H1: The most considered decline on sales, volume and market share occurred in the Central region in 2014.	Rejected	<ul style="list-style-type: none">Conclusion- The decline is sales, volume and market share is only in June of each year, otherwise rest all months are performing above competitors in Central, 2014.To check on with external factors that are impacting or some internal issue.

Overview



- During the period of 15 years, total units of VanArsdel is 298K. VanArsdel sold best in the East region.
- The trend showed that VanArsdel experienced one dramatic decrease since 2006, and it recovers until 2011. After 2011, the sales of VanArsdel increase gradually.

Overview



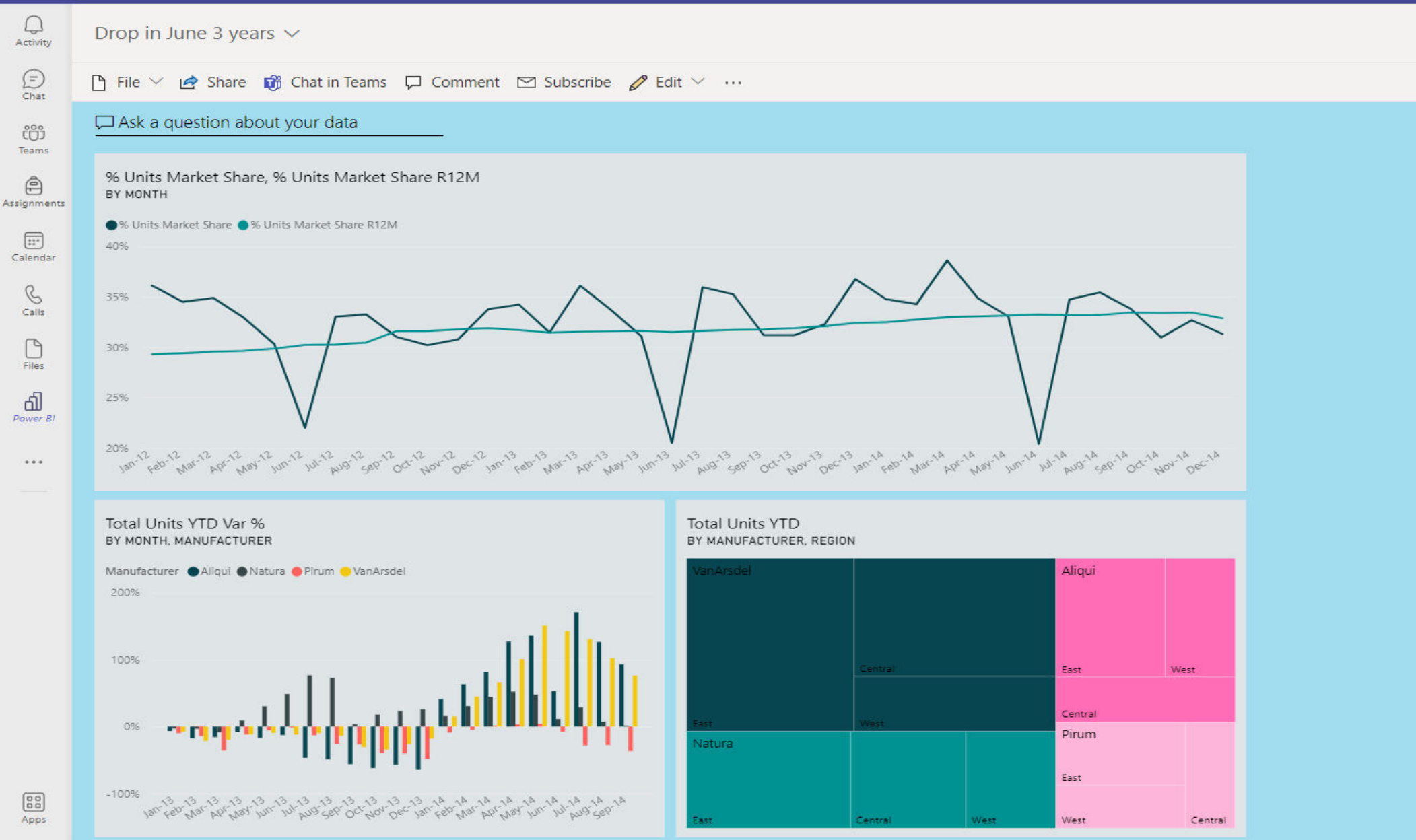
- The sales of VanArsdel are much higher than its competitor, but Natura, Aliqui, Currus, and Pirum are still its strongest competitors, especially in the East region.
- Generally, sales in East region and fourth quarter are the best. No matter in which quarter, the East region is still in the leading edge.

Fictional Story 1:

VanArsdel - Market Analysis

Objectives	To explore the drop of sales, volume and market share in 2014 analysing the company VanArsdel and its competitors with focus on Regions.
Hypothesis	<p>H1 - Null Hypothesis: The most considered decline on sales, volume and market share occurred in the Central region in 2014.</p> <p>Alternative Hypothesis: The most considered decline on sales, volume and market share did not occur in the Central region in 2014.</p>
Outcome	Reject Null Hypothesis and Accepted Alternative hypothesis
Recommendations/ Conclusions	<ul style="list-style-type: none">• Conclusion- The decline in sales, volume and market share is only in June 2014, otherwise the rest of all the months are performing above competitors in 2014. According to our findings we have enough evidence to conclude that the highest decline did not occur in the Central region, but it occurred in the East region.• Recommendation- To investigate if any internal or external factors are the cause of the issue.

Market Share over 3 years - Dashboard Shared in Teams

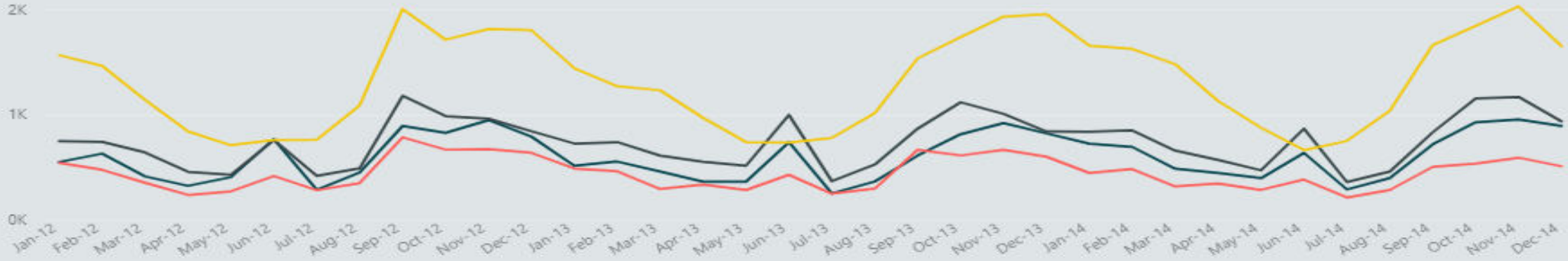


Market Share over 3 years

Total Units

BY MONTH, MANUFACTURER

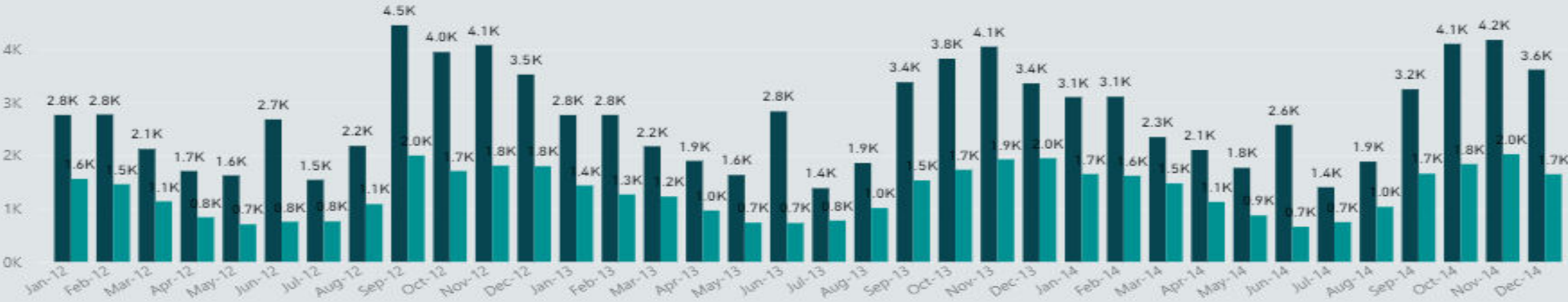
Manufacturer Aliqui Natura Pirum VanArsdel



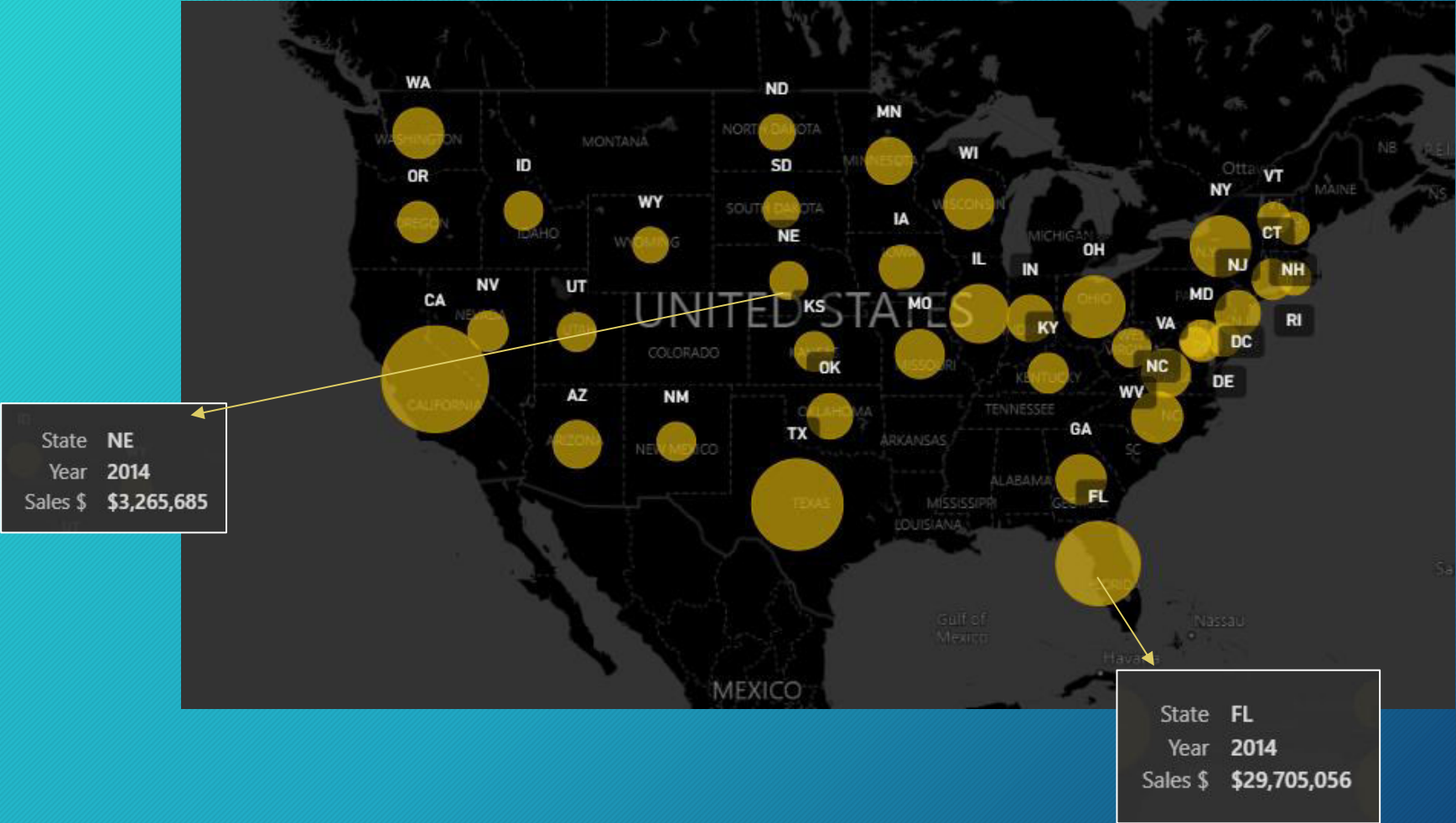
Total Units

BY ISVANARSDDEL, MONTH

isVanArsdel No Yes

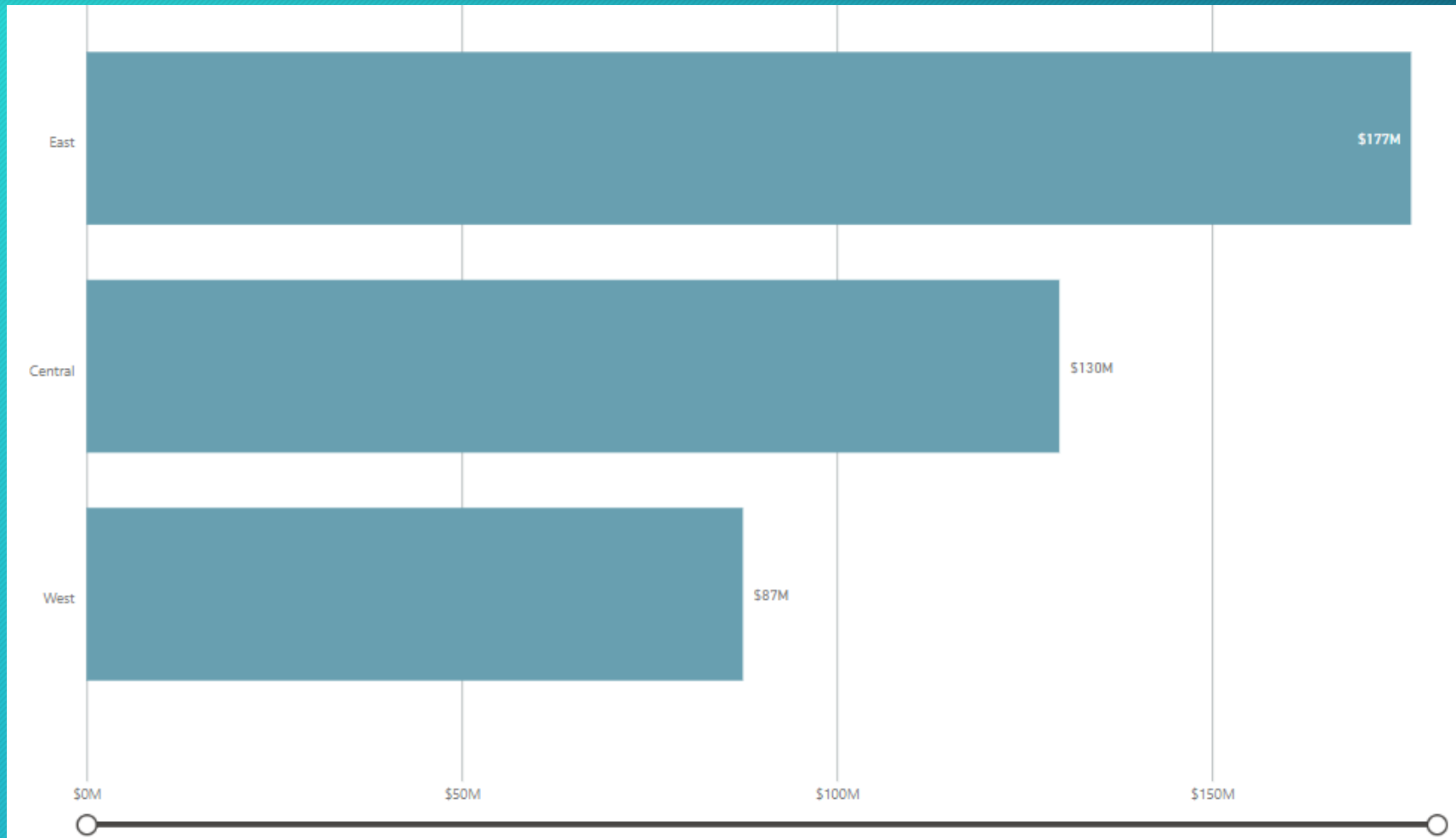


Sales \$ by States in USA in 2014



Comparing States/Region, The East region represented the highest Sales \$

Sales \$ by Region in 2014

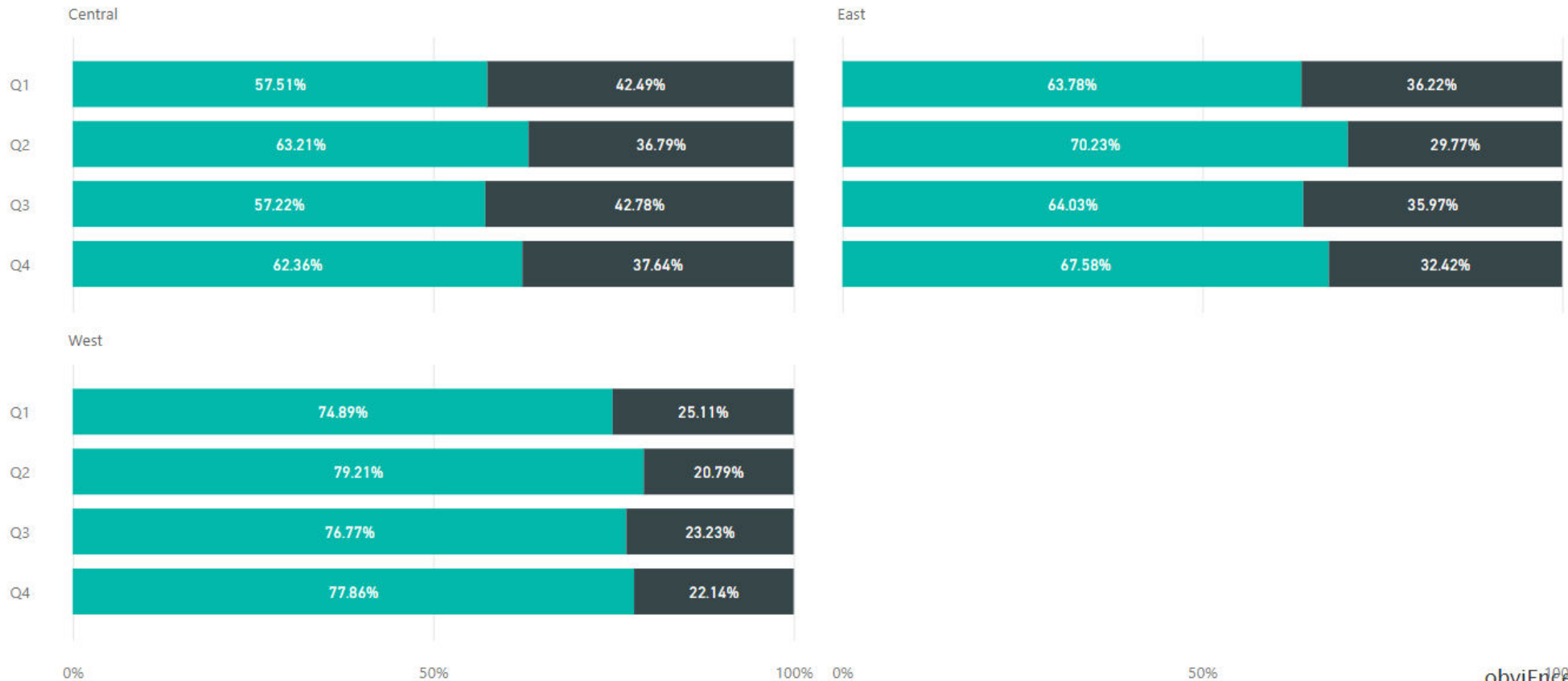


Comparing the Regions,
the **East** region
represented the highest
Sales \$

Total Units by Quarter, IsVanArsdel and Region

Total Units by Quarter, isVanArsdel and Region

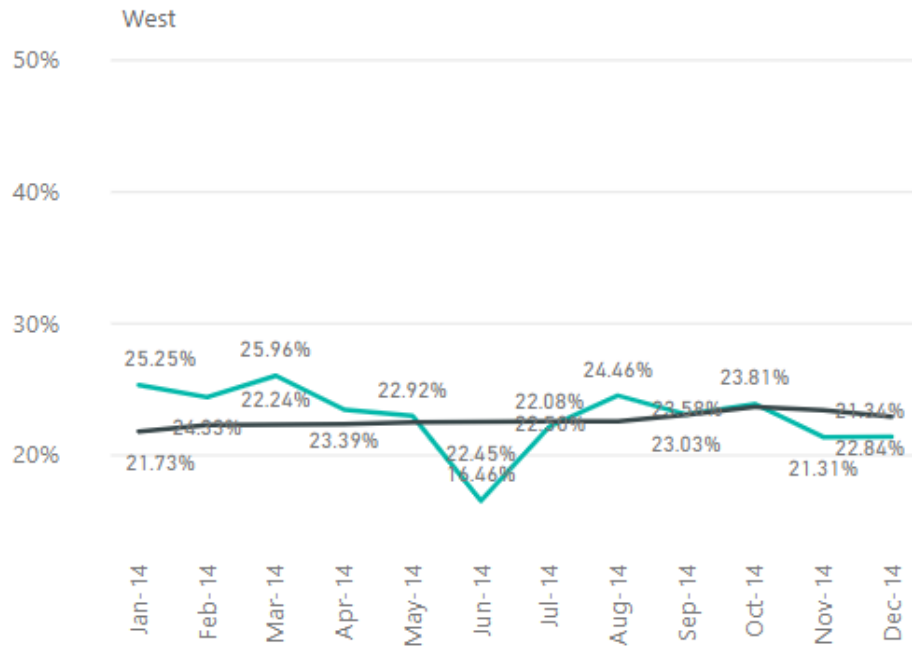
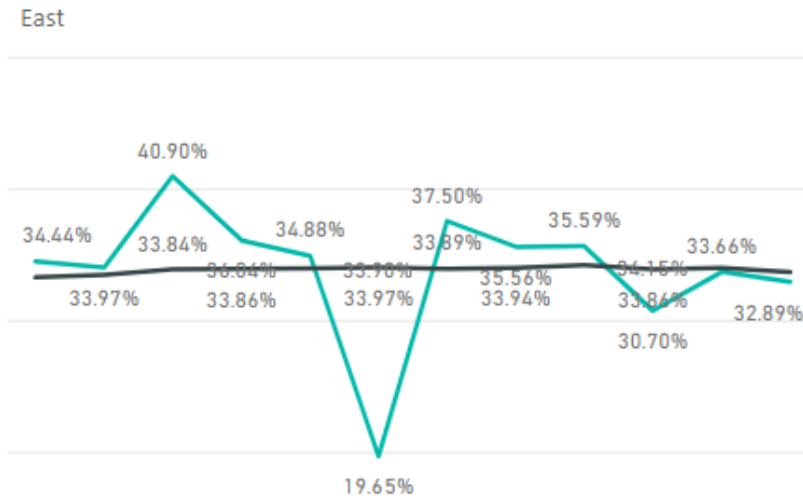
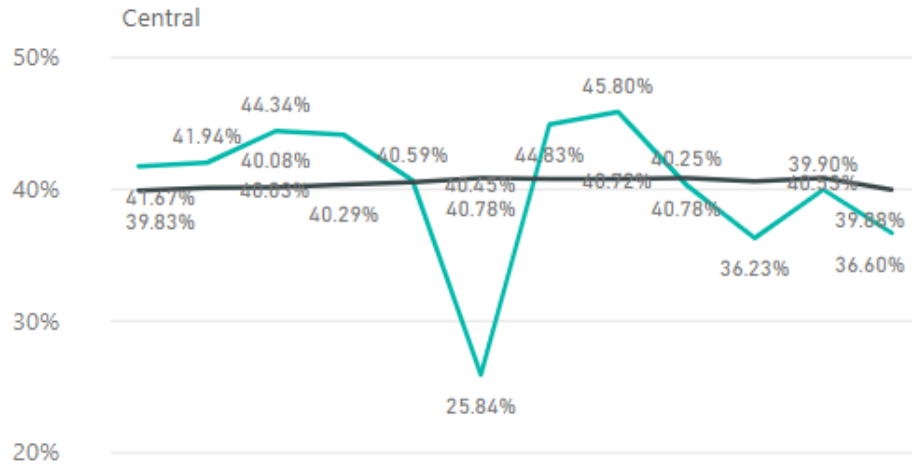
isVanArsdel ● No ● Yes



West region represented the lowest % in the Market Share considering VanArsdel company

% Units Market Share and % Units Market Share R12M by Month and Region

● % Units Market Share ● % Units Market Share R12M

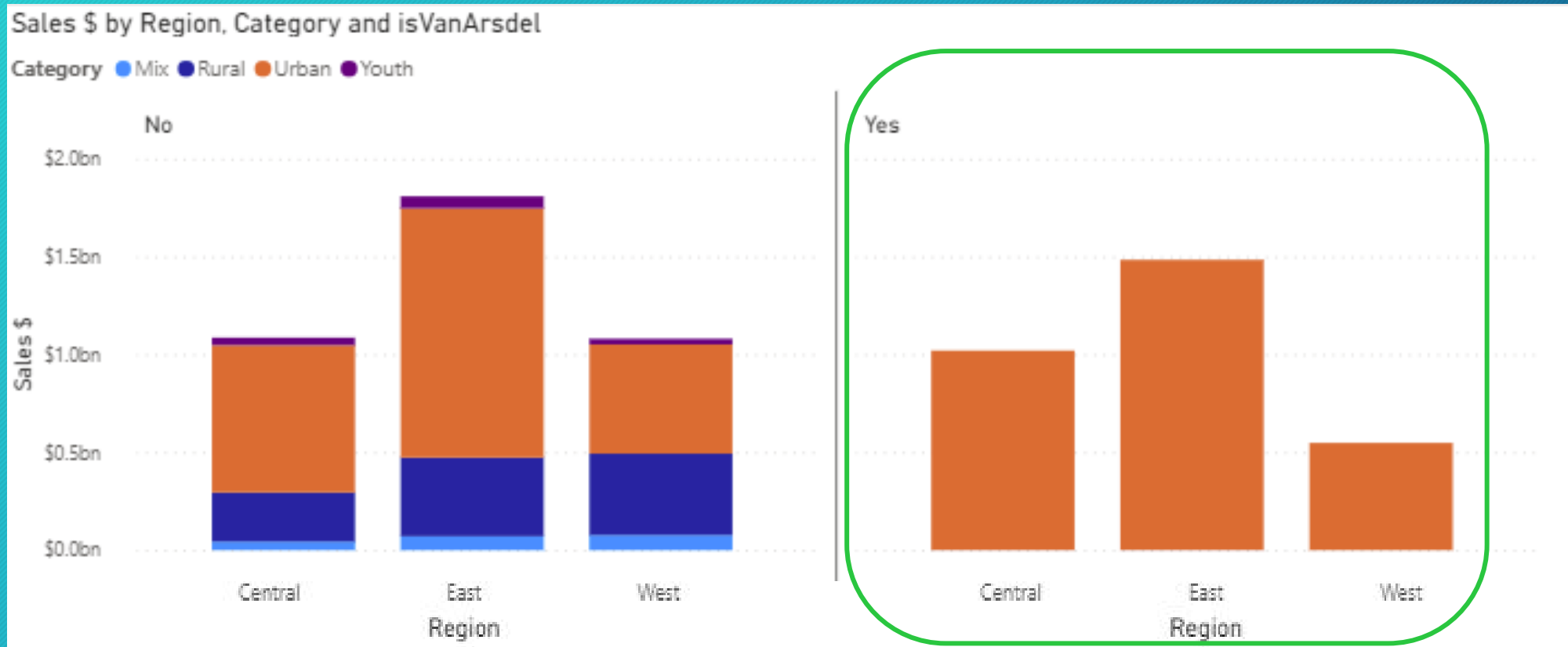


Units Market Share:

- East region represented the highest decline in June 2014
- The largest **decrease** in market share is in East at 15.23% (may - june)
- Central was at a difference of 14.75%

The Product Category of VanArsdel - Urban

VanArsdel only sales Urban Product



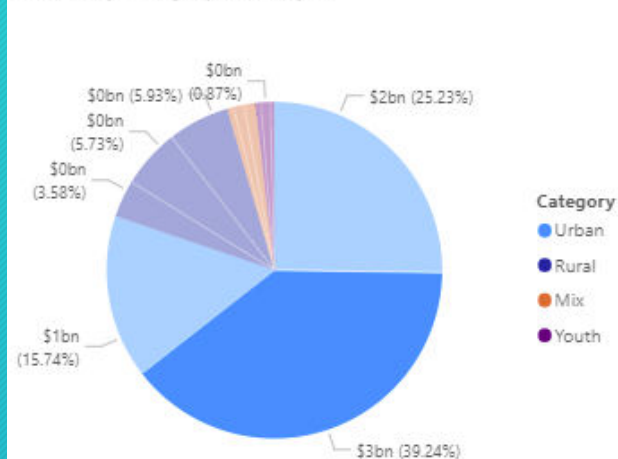
The Sales of Urban Product in East Region



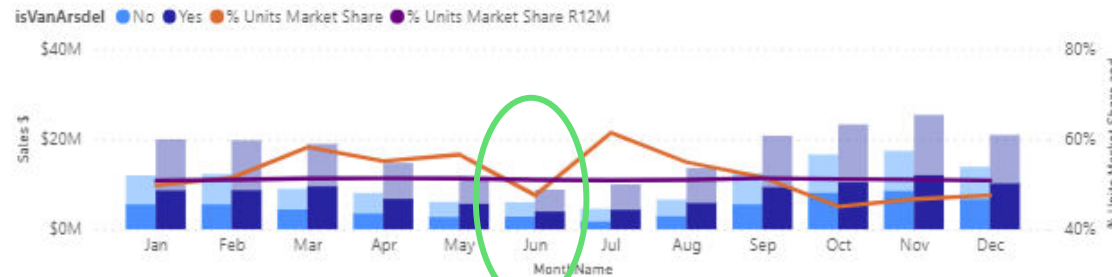
Sales \$ by VanArsdel



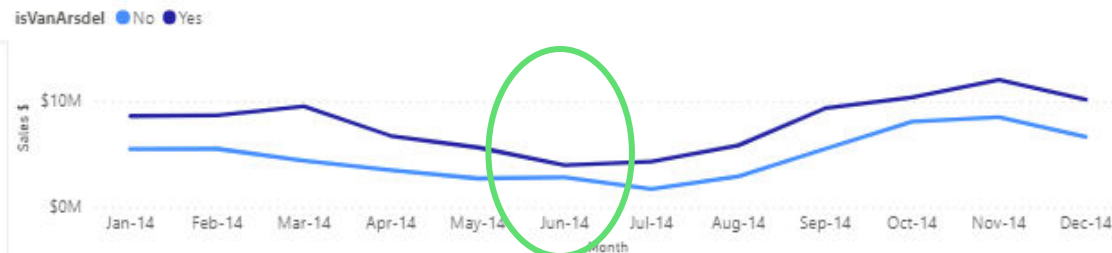
Sales \$ by Category and Region



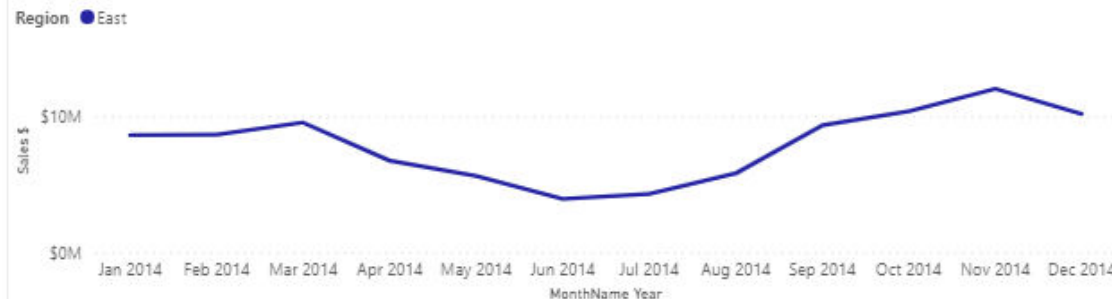
Sales \$, % Units Market Share, % Units Market Share R12M, Year and Region by MonthName and isVanArsdel



Sales \$ by Month and isVanArsdel



Sales \$ and VanArsdel by MonthName, Year and Region



- Cover 50% of the Sales in the industry
- A drop in % units of Market Share and Sales in Jun-14
- Our competitors did not occur the same trend, their sales increased in Jun-14
- Sales Decline with \$1,691,740

The Sales of Urban Product in Central Region

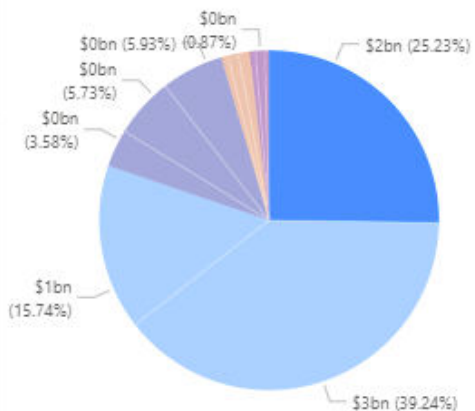
- Cover 50% of the Sales in the industry
- An increase in % units of Market Share in Jun-14
- Both our company and the competitors experienced a drop in sales in Jun-14
- Sales Decline with \$967,795



Sales \$ by VanArsdel



Sales \$ by Category and Region



Sales \$, % Units Market Share, % Units Market Share R12M, Year and Region by MonthName and isVanArsdel

isVanArsdel No Yes % Units Market Share % Units Market Share R12M



Sales \$ by Month and isVanArsdel

isVanArsdel No Yes



Sales \$ and VanArsdel by MonthName, Year and Region

Region Central



The Sales of Urban Product in West Region

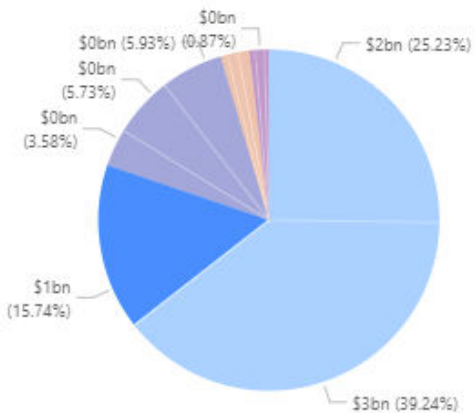
- Cover 50% of the Sales in the industry
- A drop in % units of Market Share and Sales in Jun-14
- Our competitors did not occur same trend, their sales is increased in Jun-14
- They had more sales than our company in Jun-14
- Sales Decline with \$215,067



Sales \$ by VanArsdel

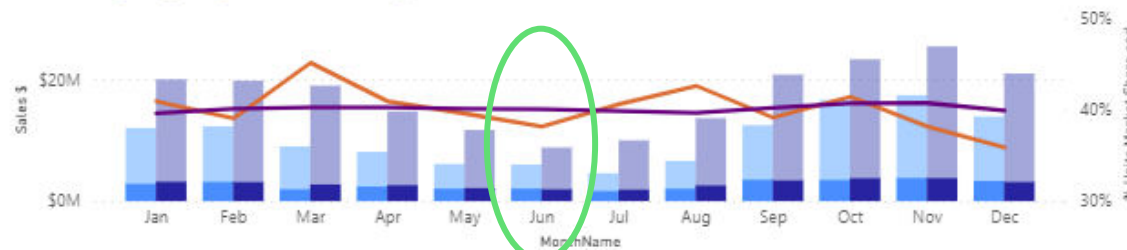


Sales \$ by Category and Region



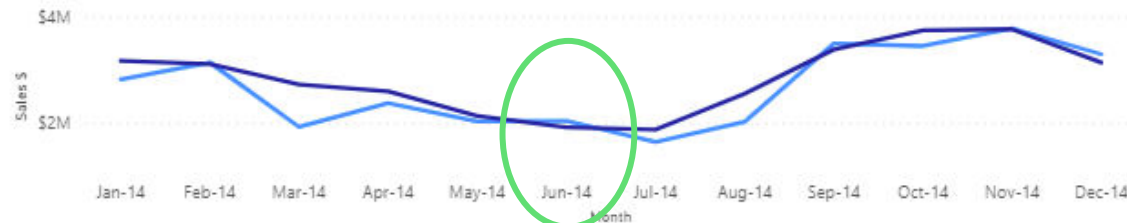
Sales \$, % Units Market Share, % Units Market Share R12M, Year and Region by MonthName and isVanArsdel

isVanArsdel No Yes % Units Market Share % Units Market Share R12M



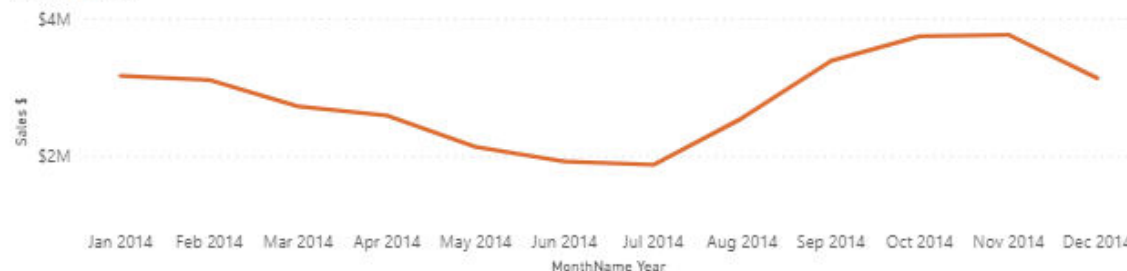
Sales \$ by Month and isVanArsdel

isVanArsdel No Yes



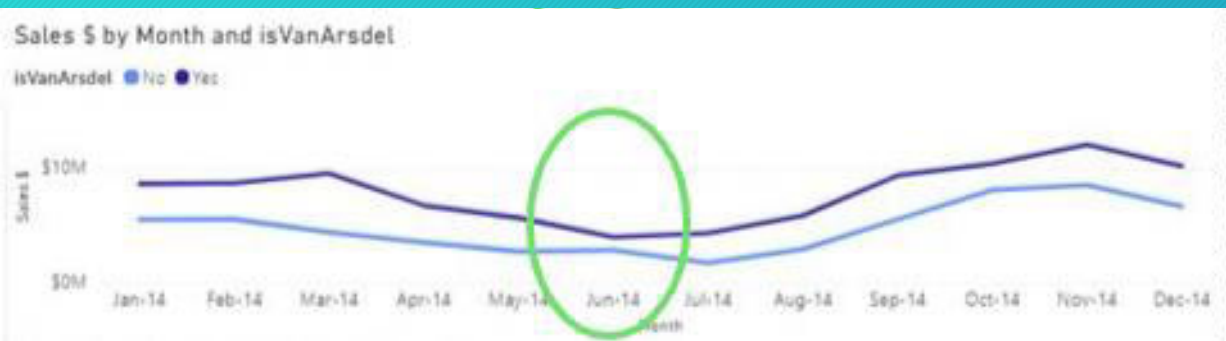
Sales \$ and VanArsdel by MonthName, Year and Region

Region West



The Sales Performance of VanArsdel in Three Regions

- East



- Central



- West



- The sales of VanArsdel decrease on Jun-14 among the three regions, East got the highest decline on sales, following by Central and then West

The Sales Performance of VanArsdel in Three Regions

- East



- Central



- West



- East and West got a drop of % units of Market Share of Urban Product on Jun-14, Central did not because our competitors also got a drop of sales on Jun-14 .

The Sales Performance of VanArsdel in Three Regions

The sales of VanArsdel decrease on Jun-14 among the three regions, East got the highest decline on sales , following by Central and then West

East and West got a drop of % units of Market Share of Urban Product on Jun-14, Central did not because our competitors also got a drop of sales on Jun-14 .

Since our competitors did not occur in same trend, we can assume that there was an internal issue happened in VanArsdel which caused the sales to decrease on Jun-14 among the three regions.

Conclusion

VanArsdel

Highest sales in all regions

Quarter 4 is their peak time.

Market Share- East

Average 32.86% past 15 years.

Year 2014, largest decline, June, by 15.23%

Sales- East

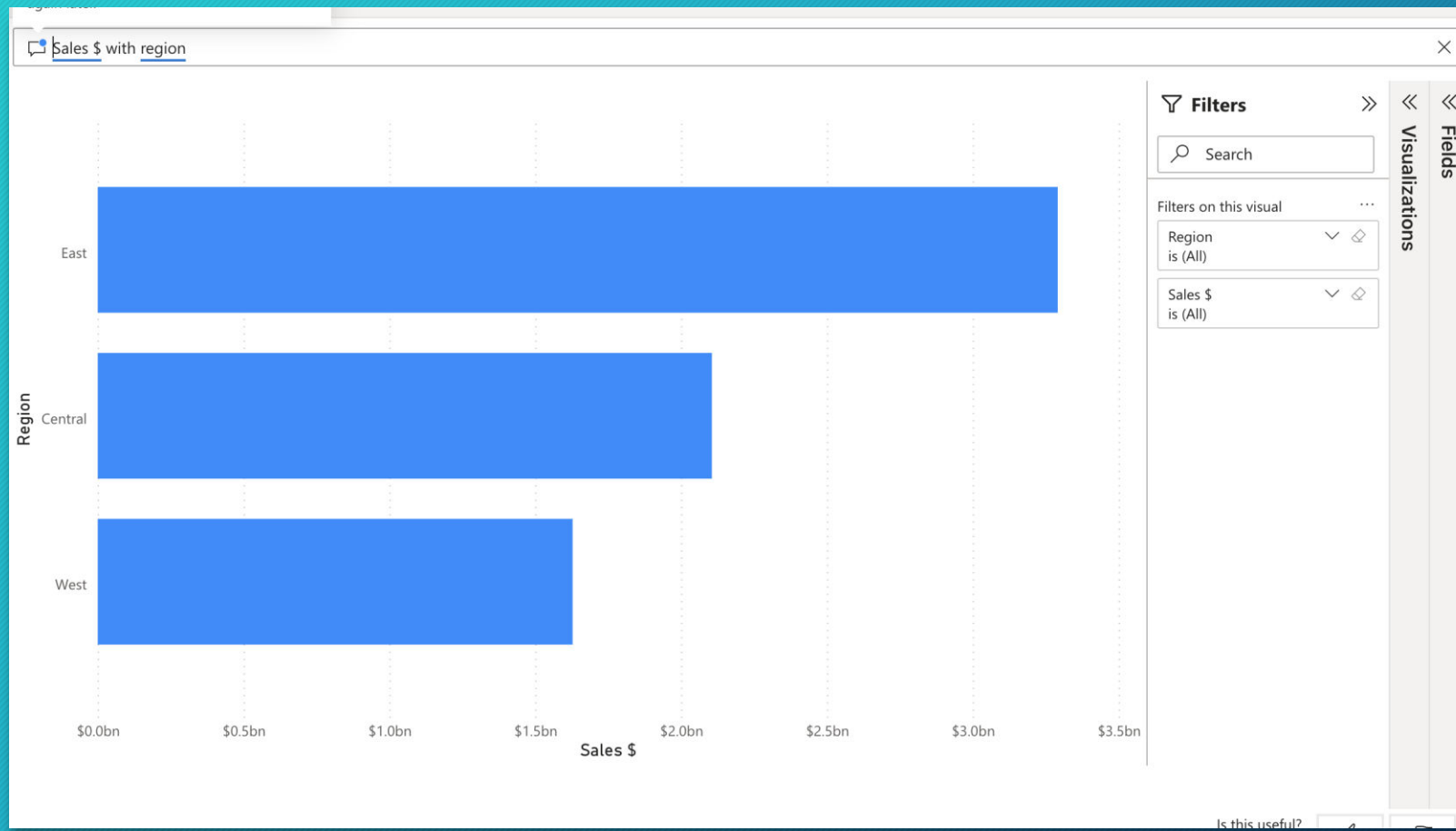
June 2014 got the steepest decline but competitor's sales had increased.

Recommendation

To investigate if any internal or external factors are the cause of the decline in June, while competitors are doing better in sales and market share.

Thank you!

Ask a question to Power BI



QR CODE

- QR CODE Generated

Group8_Report

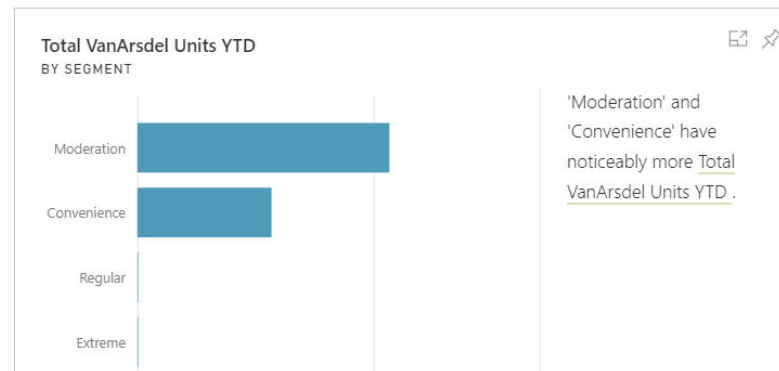
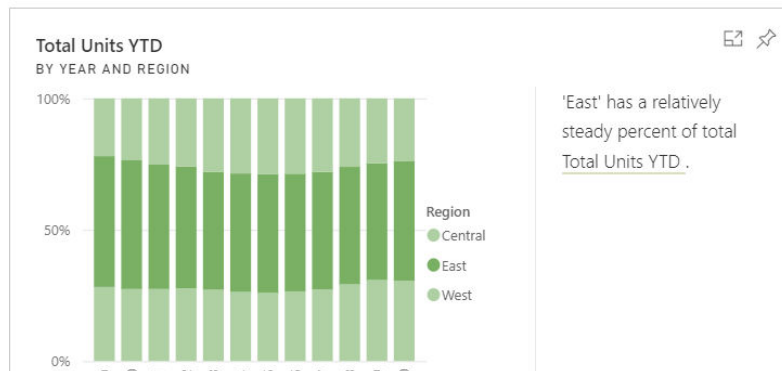
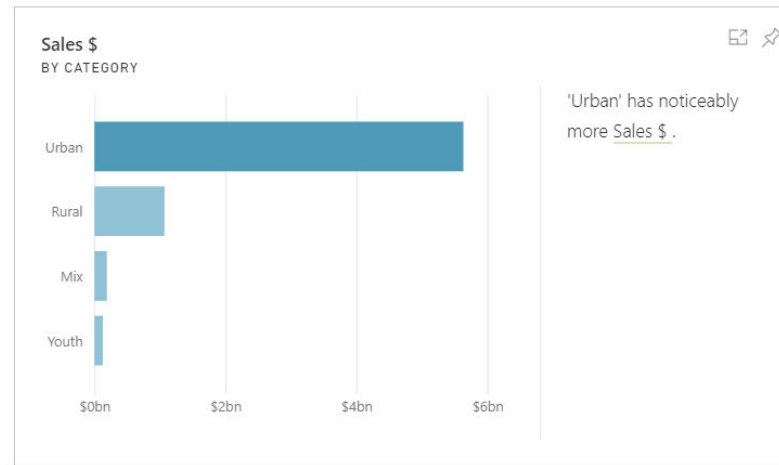
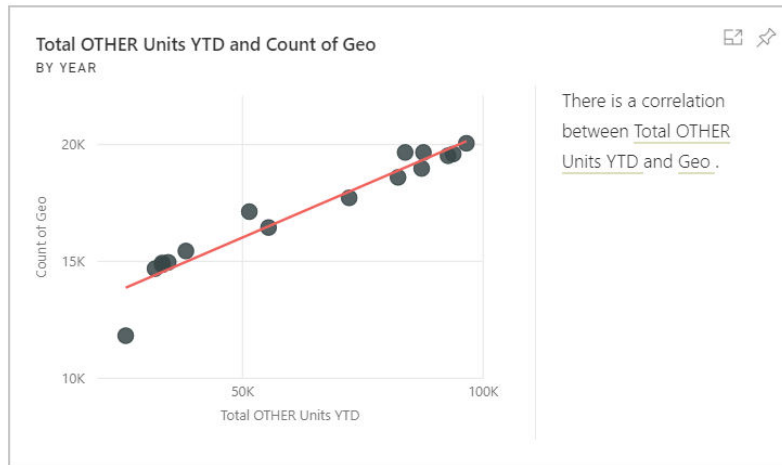


Power BI

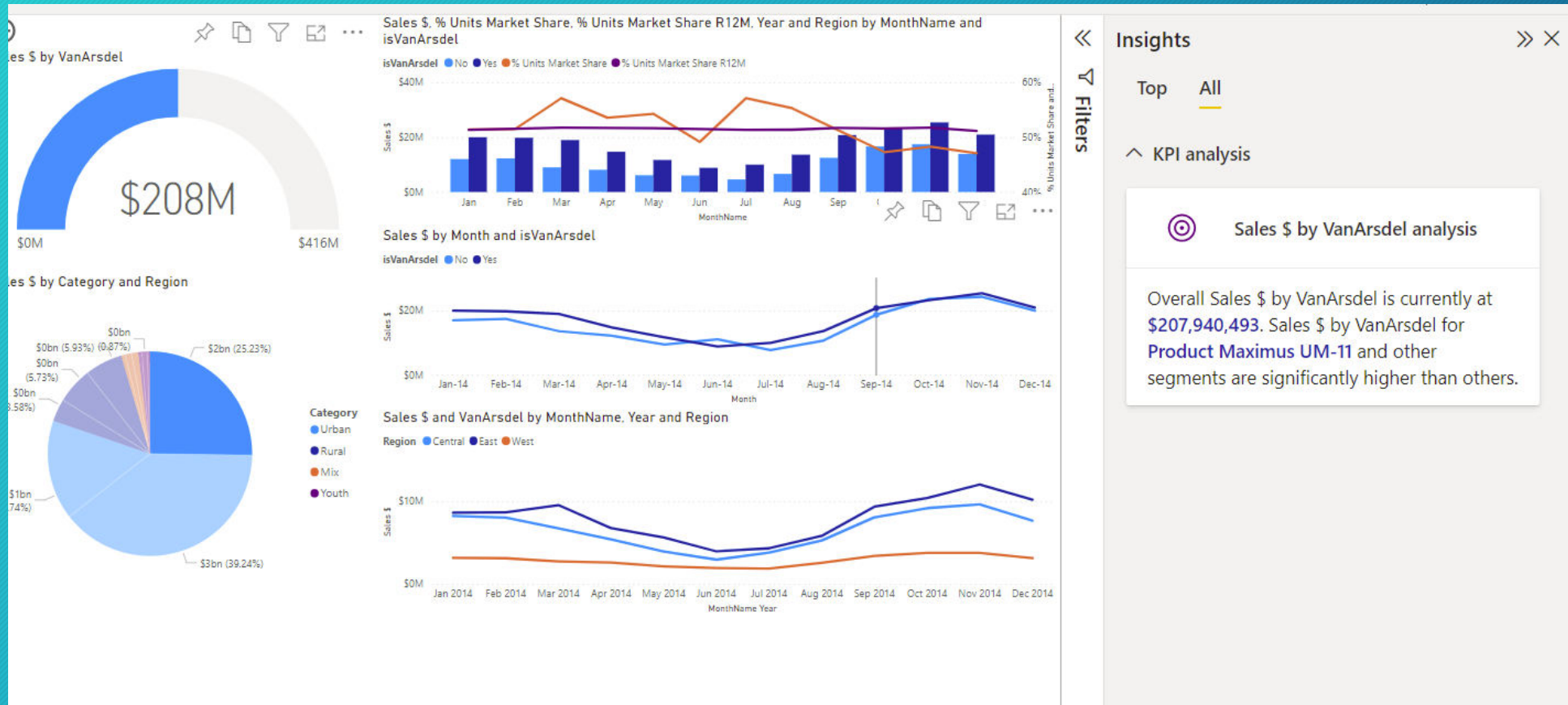
QUick Insights Generated

Quick Insights for Sales and Marketing Sample

A subset of your data was analyzed and the following insights were found. [Learn more](#)

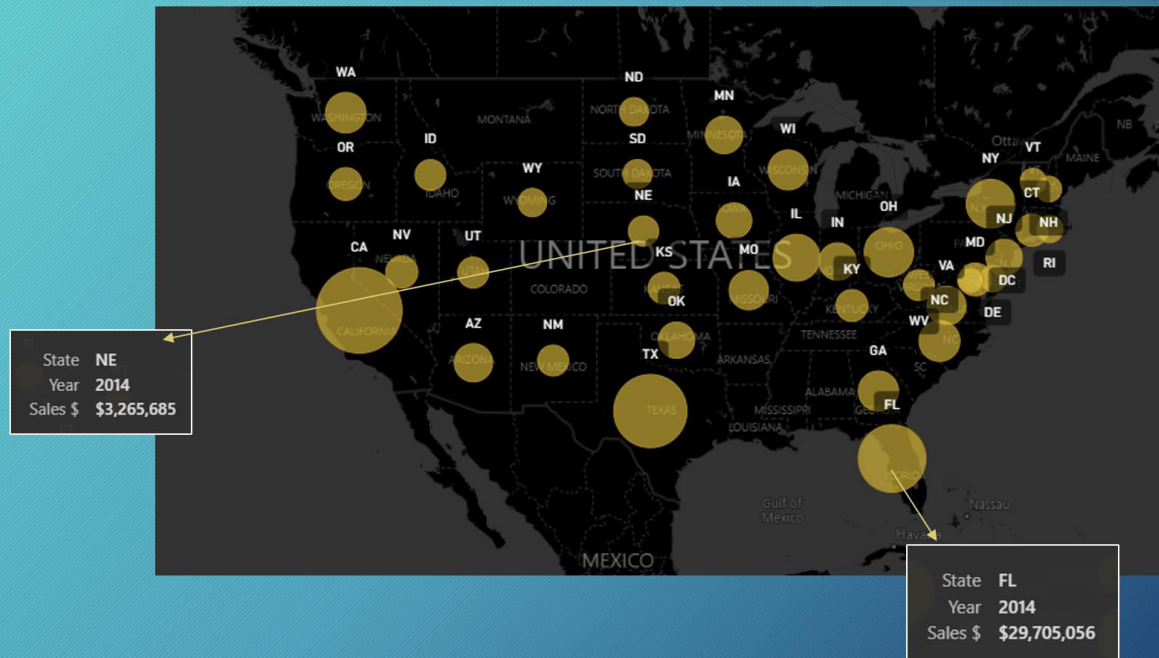


QUick Insights Generated



Map Visualization

Sales \$ by States in USA in 2014



Comparing States/Region, The East region represented the highest Sales \$

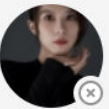
Setting Dashboard in Teams



Vidal Ramlagan Yesterday 9:52 a.m.

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↩ Reply



Xuanqi Yu Yesterday 10:15 a.m.

<https://app.powerbi.com/groups/me/reports/e1e2559e-8b08-4645-92d4-7097deccdc43/ReportSection?redirectedFromSignup=1>

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Pages

Sales by Region 1

Total Unit

Market Share ny Region 1

Market Shares by Regio...

Sales by Region (2014)

USA Map- Total Sales in...

Sales by Region in Cate...

Reference1

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Sales \$ by Manufacturer and Region

RegionCentralEastWest

VanArndel	\$1.02bn	\$1.48bn	\$0.55bn
Natura	\$0.37bn	\$0.56bn	\$0.34bn
Alliqui	\$0.23bn	\$0.37bn	\$0.23bn
Cumtut	\$0.31bn		
Pirum	\$0.26bn		
Abbas			
Quibus			
Fama			
Leo			
Victoria			

Sales \$

Sales \$ by Quarter and Region

RegionCentralEastWest

Q4	\$0.78bn	\$1.22bn	\$0.53bn
Q1	\$0.54bn	\$0.82bn	\$0.39bn
Q3	\$0.46bn	\$0.72bn	\$0.38bn
Q2	\$0.32bn	\$0.54bn	\$0.32bn

Quarter

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Sales by Region 1Run nowOn

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Subject

Group 8 Presentation

Group 8 Presentation

Report page

Sales by Region 1

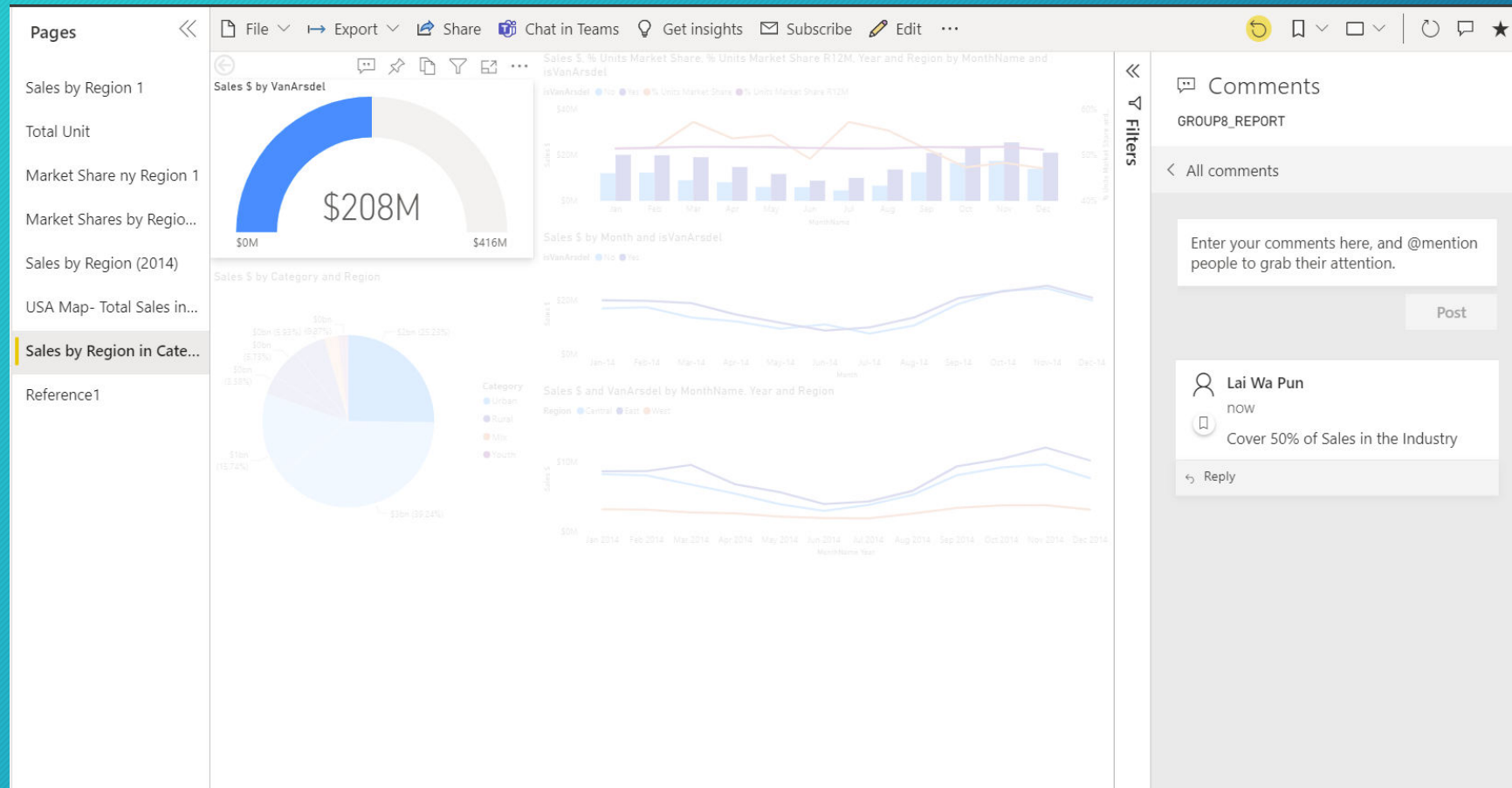
Frequency

Monthly

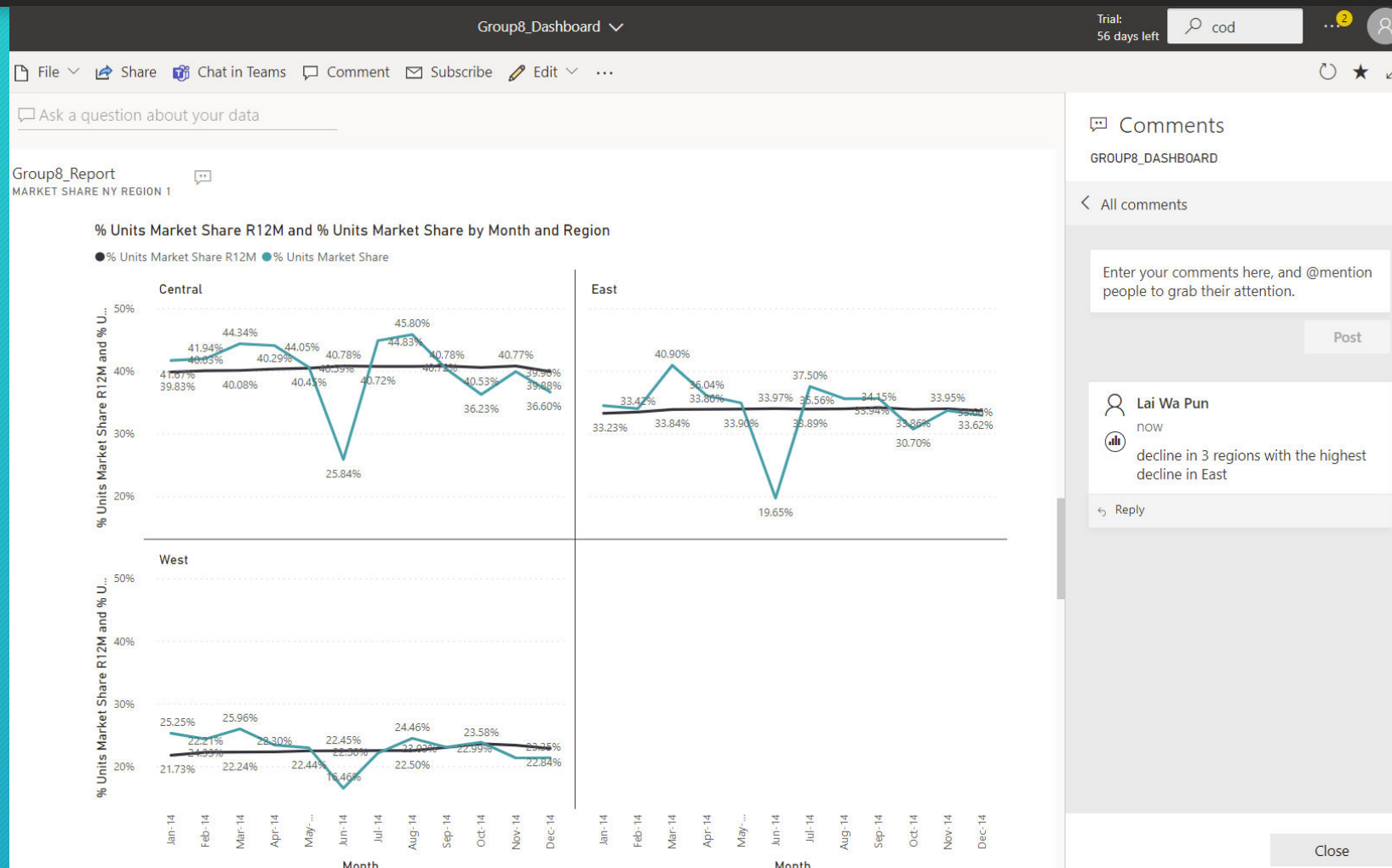
Every month on day(s)

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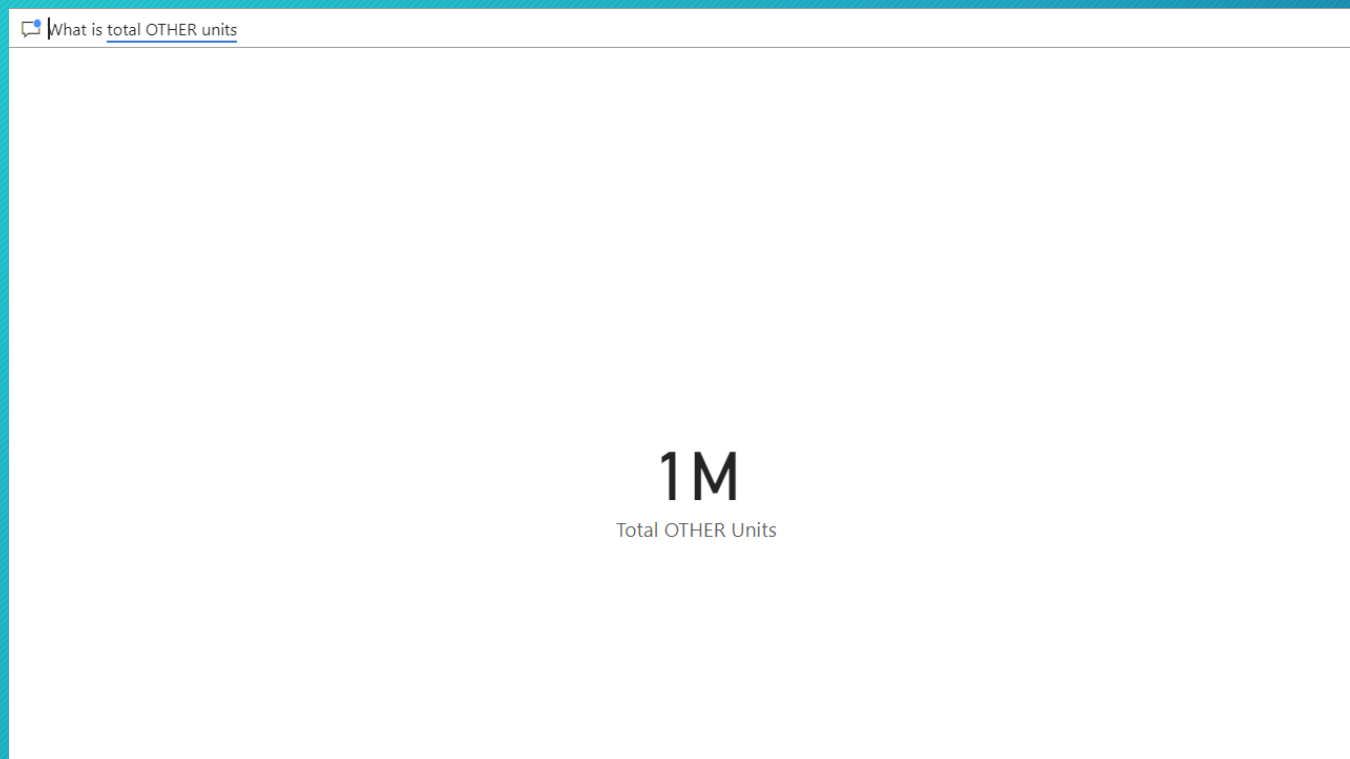
- Adding comment to a tile as well as dashboard



Adding comment to a tile as well as dashboard



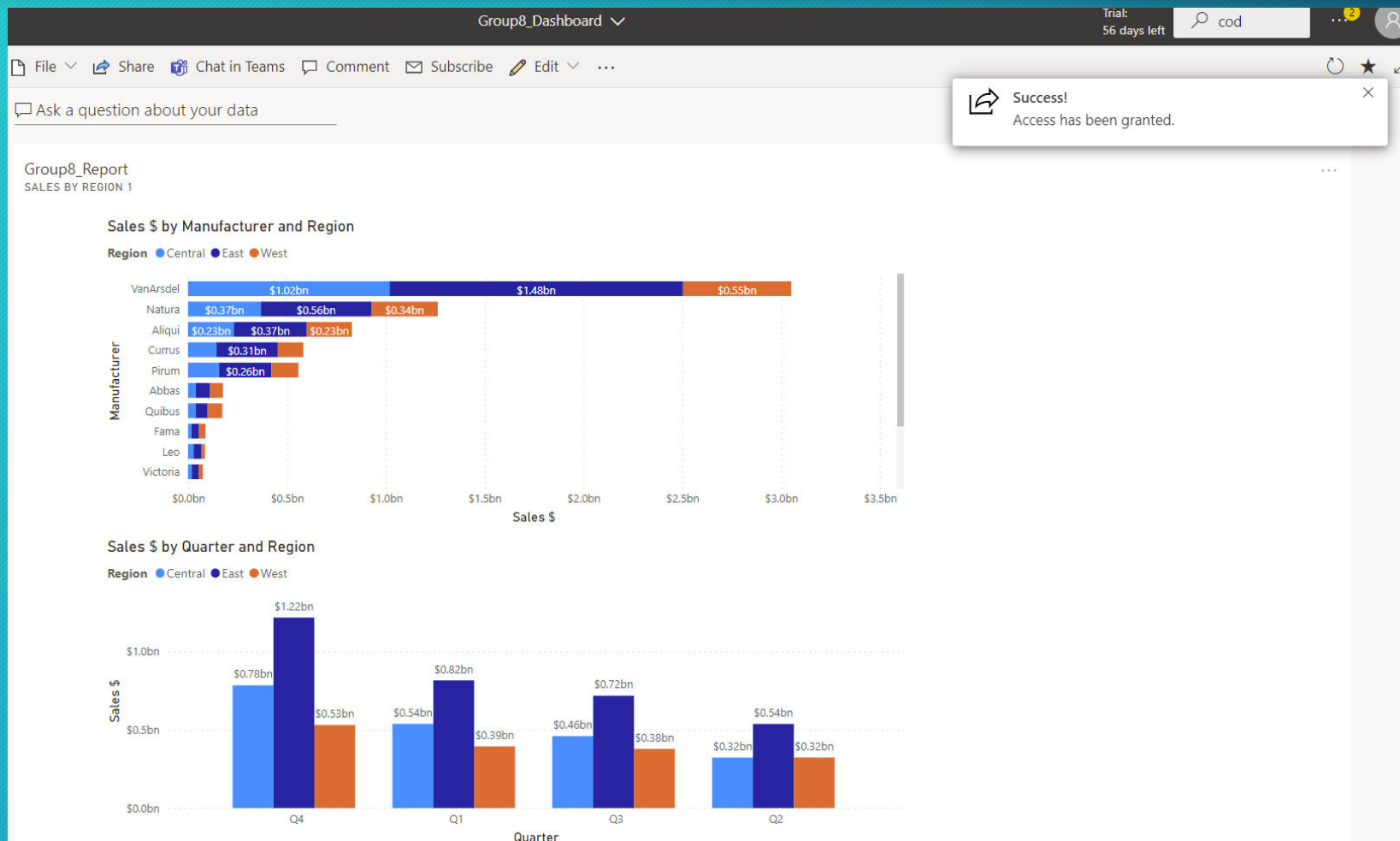
- Ask a question with Q&A



Dashboard Link

- https://app.powerbi.com/groups/me/dashboards/2f1a7e68-bf8a-4f2e-96f1-67947809b851?ctid=b5dc206c-17fd-4b06-8bc8-24f0bb650229&pbi_source=linkShare

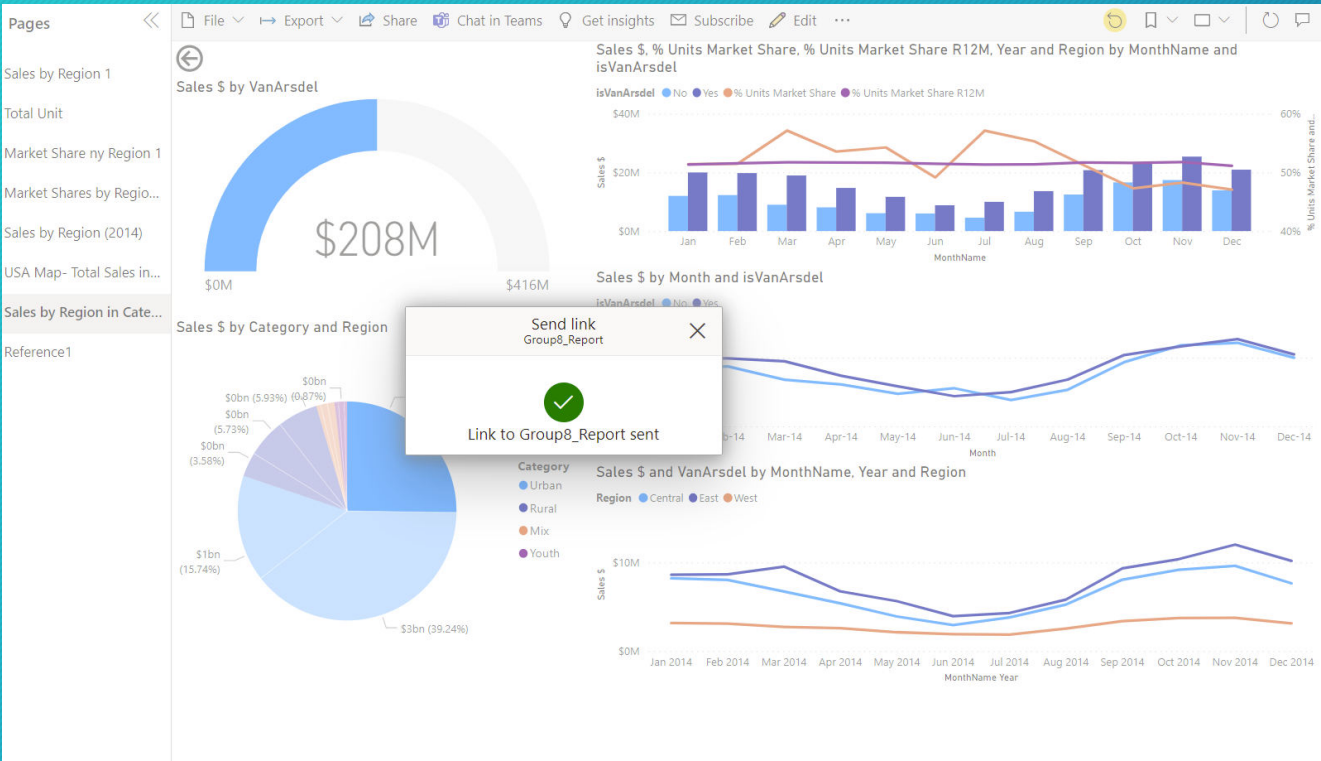
Dashboard Link Shared



Report Link

- https://app.powerbi.com/links/L32x-a-6Gh?ctid=b5dc206c-17fd-4b06-8bc8-24f0bb650229&pbi_source=linkShare&bookmarkGuid=f91f2716-c394-49ee-8fc1-5148328ba0e3

Report Link Shared





Technology Services

An overview and comparison of the total value of services provided by state and city by the company

Group 4. Members:

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Lai Wa Pun

Xuanqi Yu

Hitesh Kamal Kishore Agarwal

Introduction

- Based on extracted data related to services that were provided by Technology Services company, the aim of this presentation is illustrating some relevant numbers that will analyze which State and city have the highest demand (in \$ dollars):



Objectives



Conclusions



Hypothesis



Executive Summary

Objectives	Hypothesis	Outcome	Recommendations/Conclusions
To explore and identify which state has the highest value of paid services.	H1: The State with the highest value of paid services is NC	Accepted	<ul style="list-style-type: none">The data shows that the state that has the highest value of paid services in NC.
To explore and identify which city has the highest value of paid services.	H2: The city with the highest value of paid services in NC is Georgetown	Rejected	<ul style="list-style-type: none">The data shows that the city that has the highest value of paid services in NC is Buda and not Georgetown city.

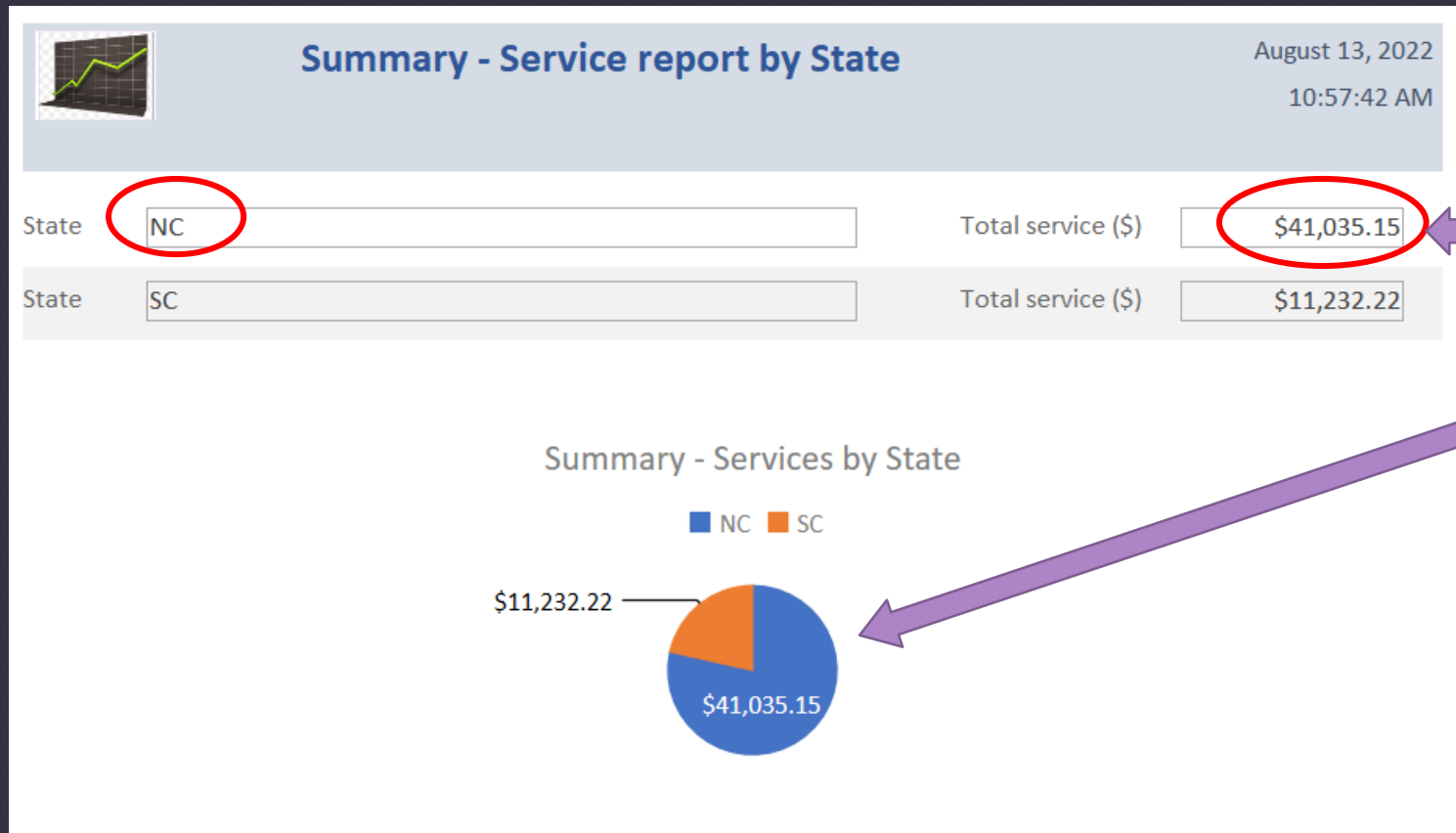
Fictional Story 1:

Income level

Objectives	To explore and identify which state has the highest value of paid services.
Hypothesis	H1 - Null Hypothesis: The State with the highest value of paid services is NC. Alternative Hypothesis: The State with the highest value of paid services is not NC
Outcome	We <u>Accepted</u> the null hypothesis with enough data support
Recommendations / Conclusions	The data shows that the state that has the highest value of paid services in NC

Hypothesis 1:

The State with the highest value of paid services is in NC



The query and report was developed in Access illustrates and confirms that the State with the highest value of paid services is in NC.

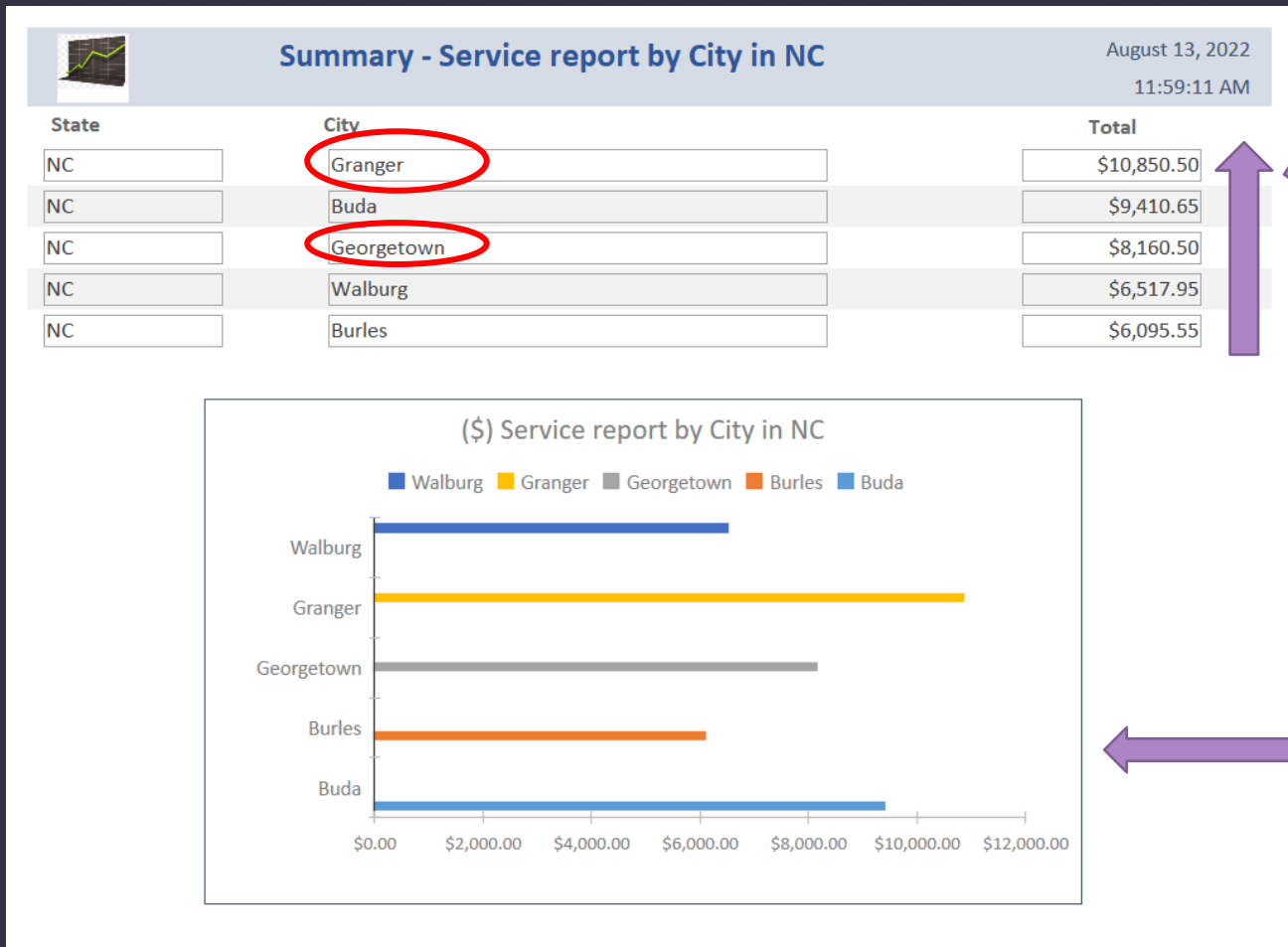
Fictional Story 2:

The city with the highest value of paid services in NC is Georgetown

Objectives	To explore and identify which city has the highest value of paid services.
Hypothesis	H2 - Null Hypothesis: The city with the highest value of paid services in NC is Georgetown Alternative Hypothesis: The city with the highest value of paid services in NC is not Georgetown
Outcome	We <u>Rejected</u> the null hypothesis with enough data to support
Recommendations / Conclusions	The city in NC that has demonstrated the highest value of paid services in NC is Granger with \$10,850.50. The Georgetown city is the third highest one, with a result of \$8,160.50

Hypothesis 2:

The city with the highest value of paid services in NC is Georgetown



The report was developed using a query that brings the Total ordered by desc. Therefore, we can clearly see that Georgetown is ranked as the third city related to the Total of paid Services.

The graph also illustrates clearly the ranking by the Total value of paid services.

Conclusion

- To sum up, the reports showed that the state of NC represents more than 78% of the total value of services provided between the two states found in the database/reports (NC and SC). Therefore, the company must analyze whether it will take any steps to expand or adjust its business between the two states or even start its operation in another state in the US.
- The same that was reported below is happening regarding the services distribution in the cities and the report could help the company to review its services by city as well.



Thank you!

POWER BI PROJECTS

Group 4. Members:

Emerson Viana Moreno

Lai Wa Pun

Xuanqi Yu

Hitesh Kamal Kishore Agarwal



Part B-Problem Definition and Hypothesis (Video Dataset)

The company specializes in digital photography and offers customers the option of storing edited videos on DVD. There is an Access database named Videos to store data about clients.

Objective	To explore the relationship between contract amount and city
Hypothesis	Null Hypothesis: San Francisco has the highest total contract amount Alternative Hypothesis: San Francisco does not have the highest total contract amount
Outcome	We <u>ACCEPTED</u> the Null Hypothesis with enough evidence
Recommendations/Conclusions	Nearly half of the contract amount from San Francisco. 1. Provide refer programme to attract more clients in San Francisco 2. Provide promotion to increase the number of client in another city

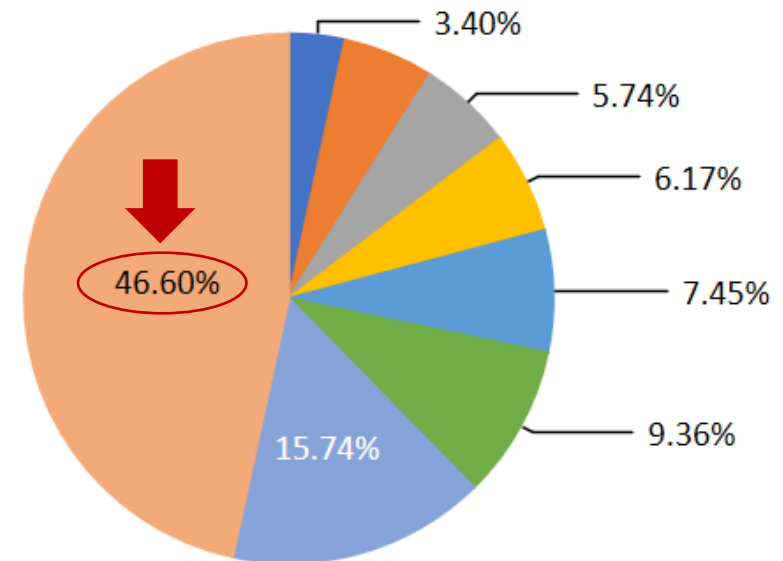
Part B: Data Evidence (Video Dataset)

- Nearly half of the contract amount from San Francisco.

City	ContractAmtOfSum	%ofContractAmt
Berkeley	\$1,850.00	15.74%
Hillsborough	\$675.00	5.74%
Oakland	\$875.00	7.45%
Pacifica	\$725.00	6.17%
San Francisco	\$5,475.00	46.60%
San Mateo	\$400.00	3.40%
Sausalito	\$650.00	5.53%
Toronto	\$1,100.00	9.36%

The % of Contract Amount in City

San Mateo Sausalito Hillsborough Pacifica
Oakland Toronto Berkeley San Francisco



Part B: Conclusion & Recommendations

Redwood and Video Dataset

Redwood Dataset	Video Dataset
<ul style="list-style-type: none">• Nearly half of the pledge amount is received by Payment Method E (49.39%)• Focus more on promoting current donors in using Payment Method E, which can decrease the cost of maintaining other payment methods.	<ul style="list-style-type: none">• Nearly half of the contract amount from San Francisco.• There are 6 out of 8 cities have lower than 10% of contract amounts <ol style="list-style-type: none">1. Provide refer programme to attract more clients in San Francisco2. Provide promotion to increase the number of client in another city

Part D-Problem Definition and Hypothesis

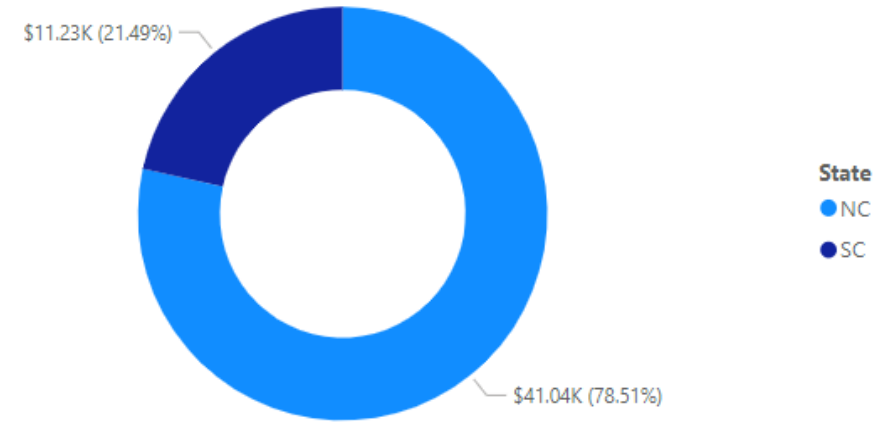
Objective	To explore and identify which city has the highest value of paid services in NC.
Hypothesis	Null Hypothesis: The city with the highest value of paid services in NC is Georgetown Alternative Hypothesis: The city with the highest value of paid services in NC is not Georgetown
Outcome	We <u>REJECTED</u> the null hypothesis with enough data to support
Recommendations/Conclusions	The city in NC that has demonstrated the highest value of paid services in NC is Granger with \$10,850.50. The Georgetown city is the third highest one, with a result of \$8,160.50

Part D: Data Evidence

City	Total Amount	State
Granger	\$10,850.50	NC
Buda	\$9,410.65	NC
Georgetown	\$8,160.50	NC
Walburg	\$6,517.95	NC
Burles	\$6,095.55	NC
Total	\$41,035.15	



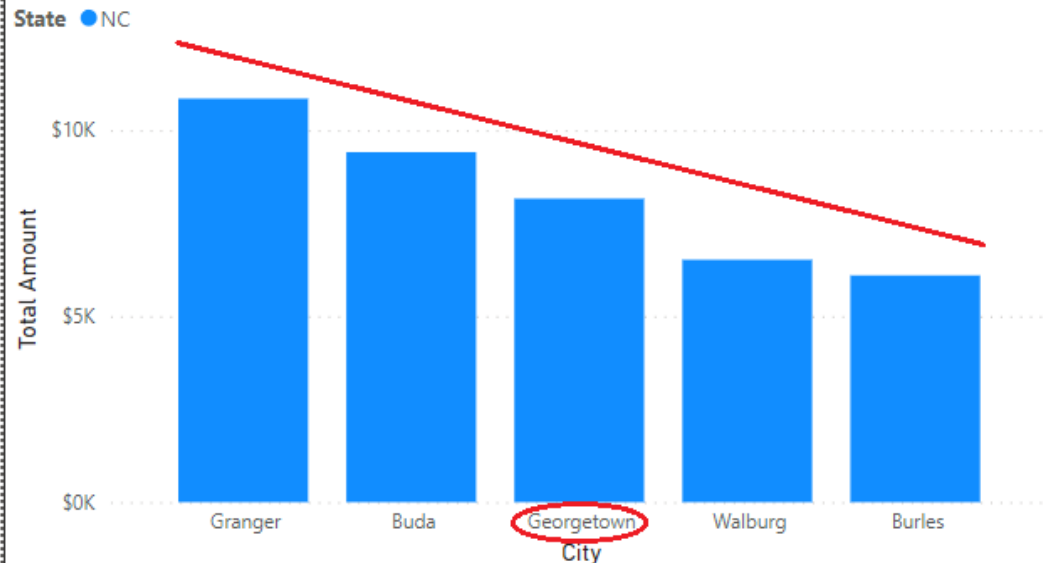
Overview - Total Amount by State



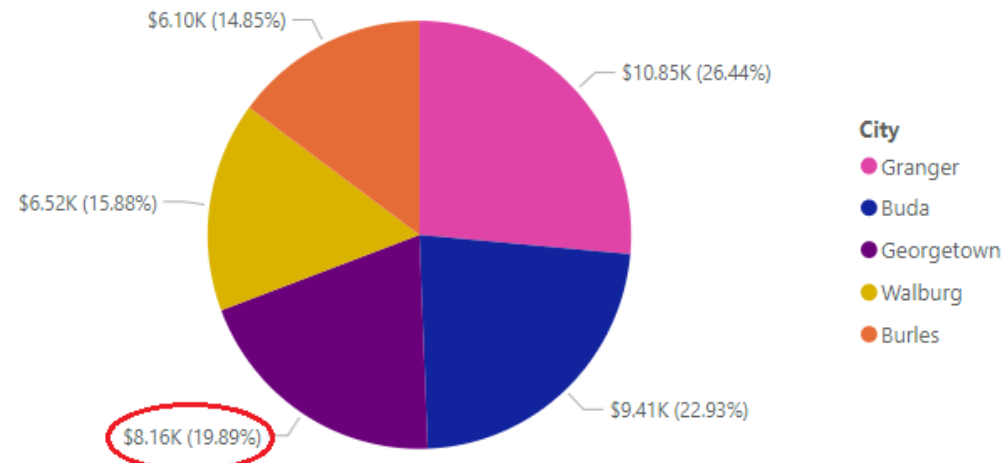
The report was developed using **Power BI** that brings the Total Amount by city in **NC**.

We can clearly see that **Georgetown** is ranked as the **third** city related to the Total of paid Services.

Total Amount by City and State



Total amount - (Cities from NC state only)



Part D: Conclusion

To sum up, the reports showed that the state of NC represents more than **78%** of the total value of services provided between the two states found in the database/reports (NC and SC). Therefore, the company must analyze whether it will take any steps to expand or adjust its business between the two states, cities or even start its operation in other states or cities in the US.