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Problem Statements

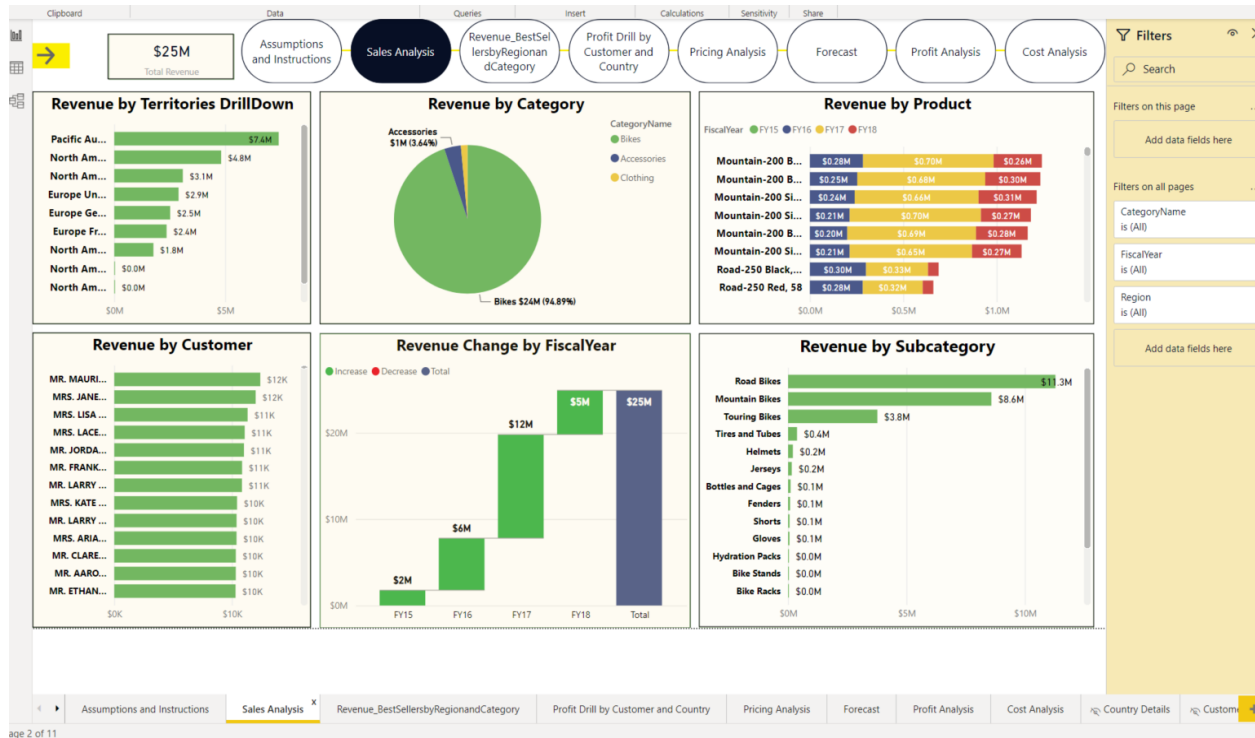
1. Analyze historical sales and profit and territory.
2. Identify bestselling products and attributed customers and regions.
3. Forecast revenue for the next 7 periods.
4. Execute pricing scenario analysis to understand increase in product cost.

How To:

- Hold "Ctrl" + "left-click" on the yellow arrow to open a filter panel.
- Hold "Ctrl" + "left-click" on the page name at the top to navigate between pages.
- Hold "Ctrl" + "left-click" on any visual to slice by the parameter. For example, "Ctrl" + "left-click" on Bikes (product Category), without releasing "Ctrl" click on "North America" or "FY15" to get Bike sales with "North America" or in "Fiscal year 2015".
- Release control and left click outside any visual to reset the filters.
- For drilldown instructions by product and region, refer to the "Assumptions and Instructions" tab.

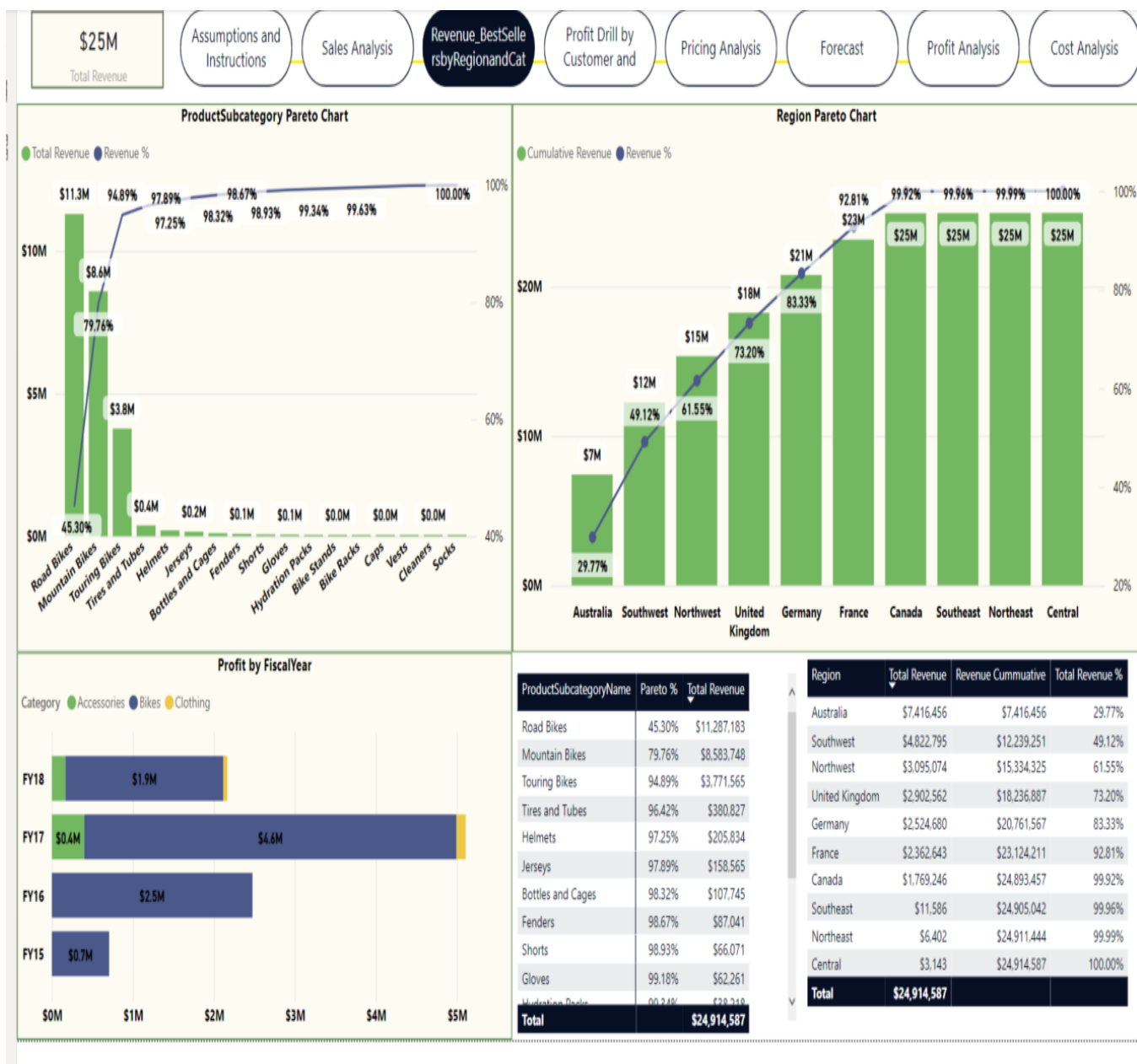
Page1: Analyze historical sales and profit and territory

1. Revenue percentage distribution between product categories.
2. Revenue \$ split by region, subcategory, and SKU.
3. Increase/decrease by Fiscal Year. (Assuming Fiscal Year start month is 1st April – 30/31st March)



Page2: Product Category Bestsellers by Region and Fiscal Year

1. Using the 80-20 principle to depict, from "FY15-FY18" 80% of the revenue is derived from Road Bikes and Mountain Bikes.
2. Using the 80-20 principle to depict, from "FY15-FY18" 73% of the revenue is derived from Australia, Southwest US, Northwest US, and United Kingdom.
3. Click on the fiscal year to identify insights over other time periods.



Page3: Profit Drill by Customer and Country.

1. This enables you to narrow down the search based on customer details or Country Details page.
2. Select the Page Name "Customer Details or Country Details", depending on which insights you'd like to navigate towards.
3. Select any region and any contact name, and to see the transaction history click the button on bottom right-hand side.

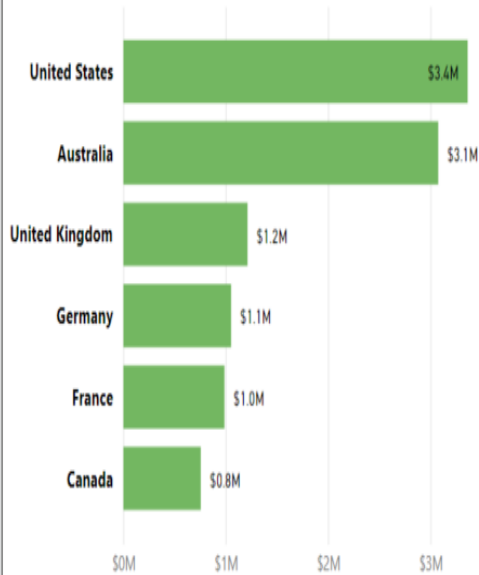
Conditional Drill-through to Destination

To drill-through select a country and customer

\$25M

Total Revenue

Total Profit by Country



Page Name

Country Details

Customer Details

Instructions:

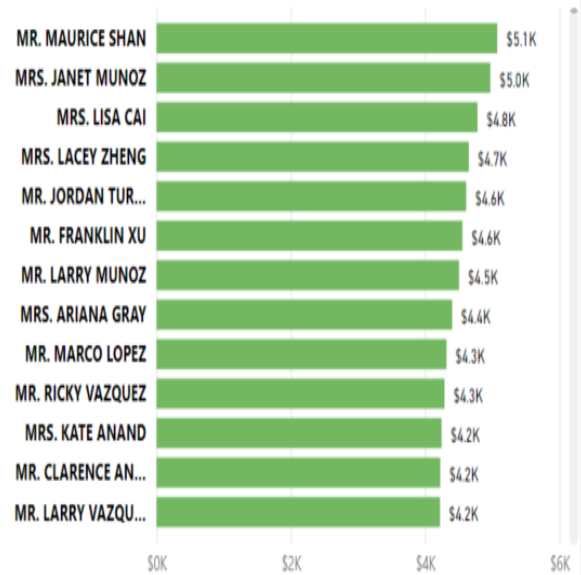
1. Select the Page Name.
2. Select any one Country.
3. Select any one Contact.
4. Click on the button on the right.

NOTE: Press and hold "CTRL" key and left click on object to make a selection.

84K

OrderQuantity

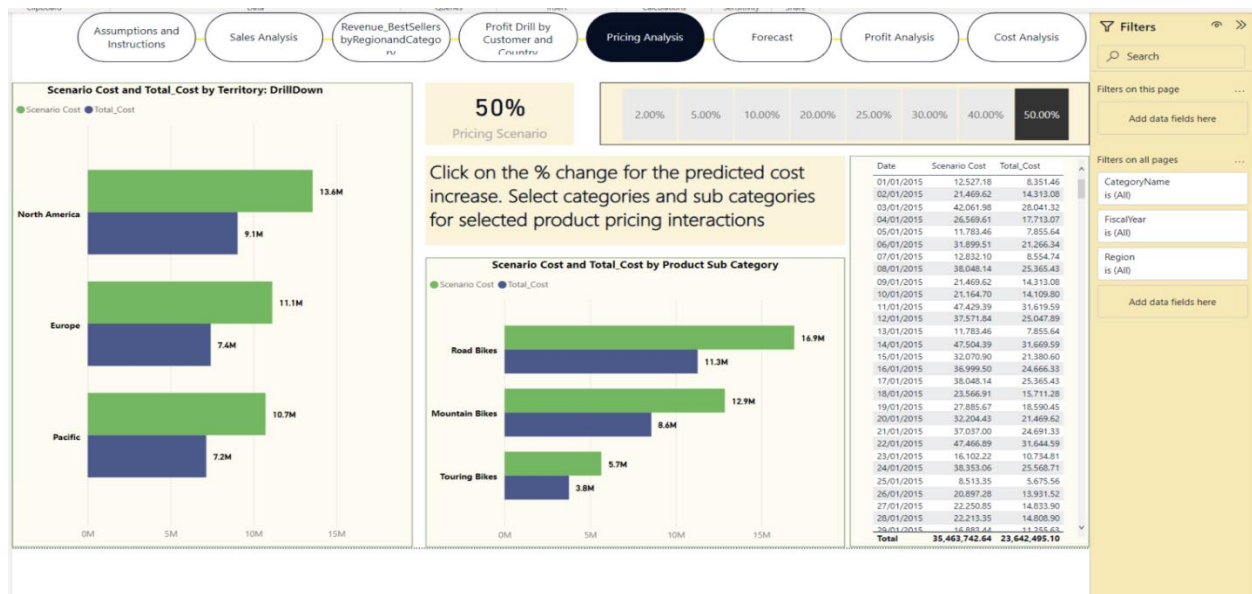
Total Profit by Contact



Please select a Customer and Country to Drillthrough

Page4: Pricing Scenario Analysis.

1. Predict price mark ups or utilized as a hedge against inflation. Select the expected increase price percentage.
2. The Scenario sales provides the estimate based on the selected pricing scenario and compares it to current actuals for each Region and Category.
3. This could be performed for existing on hand quantities, or for potential purchases.
4. Furthermore, this could be sliced by region and product to narrow down on maximum volatility.



Page5: Forecast.

1. Predict the forecast for the next 6 periods based on historical data and trends by product category and subcategory.

Assumptions and Instructions | Sales Analysis | Revenue_BestSellers by | Profit Drill by Customer | **Forecast** | Profit Analysis | Cost Analysis

FORECAST TYPE

	_FM 1(Sep, 2016)	_FM 2(Oct, 2016)	_FM 3(Nov, 2016)	_FM 4(Dec, 2016)	_FM 5(Jan, 2017)	_FM 6(Feb, 2017)	_FM 7+(Mar, 2017-Dec, 2017)	Current Month Remaining(Aug, 2016)	Total
Assuming on this page: Current monthyear =Aug 2016. Forecasting next months based on revenue data.									
Category	_FM 1(Sep, 2016)	_FM 2(Oct, 2016)	_FM 3(Nov, 2016)	_FM 4(Dec, 2016)	_FM 5(Jan, 2017)	_FM 6(Feb, 2017)	_FM 7+(Mar, 2017-Dec, 2017)	Current Month Remaining(Aug, 2016)	Total
Accessories	\$71,027	\$74,132	\$74,221	\$89,484	\$78,356	\$75,542	\$253,433	\$90,478	\$906,673
Bike Racks	\$3,960	\$2,400	\$2,760	\$3,120	\$2,160	\$2,760	\$15,120	\$3,960	\$36,240
Bike Stands	\$3,021	\$4,293	\$3,498	\$4,134	\$2,544	\$2,544	\$13,356	\$3,816	\$37,206
Bottles and Cages	\$7,377	\$8,297	\$8,041	\$10,891	\$9,250	\$9,783	\$43,092	\$11,014	\$107,745
Cleaners	\$1,073	\$1,105	\$1,065	\$1,399	\$1,391	\$1,137	\$5,016	\$1,375	\$13,563
Fenders	\$6,264	\$7,187	\$6,792	\$9,012	\$8,396	\$6,484	\$33,959	\$8,946	\$87,041
Helmets	\$15,171	\$15,600	\$16,569	\$21,064	\$16,982	\$16,850	\$83,677	\$19,920	\$205,834
Hydration Packs	\$3,134	\$3,354	\$2,859	\$3,354	\$3,189	\$3,409	\$15,067	\$3,849	\$38,218
Tires and Tubes	\$31,026	\$31,894	\$32,637	\$36,510	\$34,443	\$32,574	\$144,146	\$37,598	\$380,827
Bikes	\$852,399	\$926,219	\$1,031,023	\$1,511,134	\$1,163,138	\$1,232,486	\$6,073,231	\$10,852,866	\$23,642,495
Mountain Bikes	\$351,379	\$363,117	\$403,832	\$564,413	\$458,948	\$488,249	\$2,430,527	\$3,523,282	\$8,583,748
Road Bikes	\$325,351	\$316,563	\$365,065	\$514,574	\$370,067	\$394,957	\$1,950,789	\$7,049,818	\$11,287,183
Touring Bikes	\$175,668	\$246,539	\$262,126	\$432,147	\$334,122	\$349,280	\$1,691,916	\$279,766	\$3,771,565
Clothing	\$29,318	\$29,470	\$28,669	\$34,691	\$32,885	\$31,214	\$145,165	\$34,007	\$365,419
Caps	\$2,593	\$2,723	\$2,567	\$3,639	\$3,051	\$3,440	\$14,202	\$3,665	\$35,882
Gloves	\$4,874	\$5,110	\$4,804	\$5,746	\$5,581	\$5,581	\$25,079	\$5,487	\$62,261
Jerseys	\$12,715	\$12,235	\$12,169	\$15,489	\$14,751	\$12,992	\$63,128	\$15,086	\$158,565
Shorts	\$6,439	\$5,809	\$5,389	\$6,369	\$5,319	\$5,389	\$25,406	\$5,949	\$66,071
Socks	\$791	\$926	\$818	\$908	\$944	\$764	\$3,506	\$899	\$9,556
Vests	\$1,905	\$2,667	\$2,921	\$2,540	\$3,239	\$3,048	\$13,843	\$2,921	\$33,084
Total	\$952,743	\$1,029,821	\$1,133,913	\$1,635,309	\$1,274,379	\$1,339,241	\$6,571,829	\$10,977,351	\$24,914,587