


Matricules are missing !

Data Management and Business Analytics

Assignment 1: Data Visualization



Group R1:

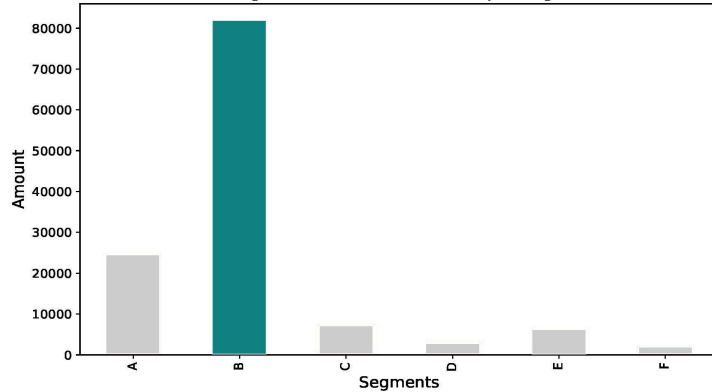
- KHAN, Shayan Ali : 000 505 610
- PRAVICHPHIBUL, Patarin : 000 506 024
- CHARLIER, Antoine : 000 431 141
- ZARGUIT, Abdennacer : Matricule



New customers analysis



Average Amount of Transactions per Segment

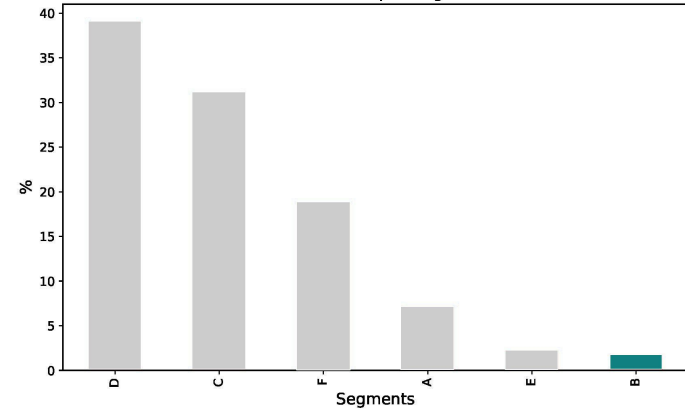


Observations

- Although C has the highest transaction revenue its average basket is much lower than B.
- Segment B customers are the most valuable with the highest average amount of transactions.
- Another valuable segment would be A, with the 2nd highest in terms of transaction revenue and average basket.



Number of Clients per Segment in %

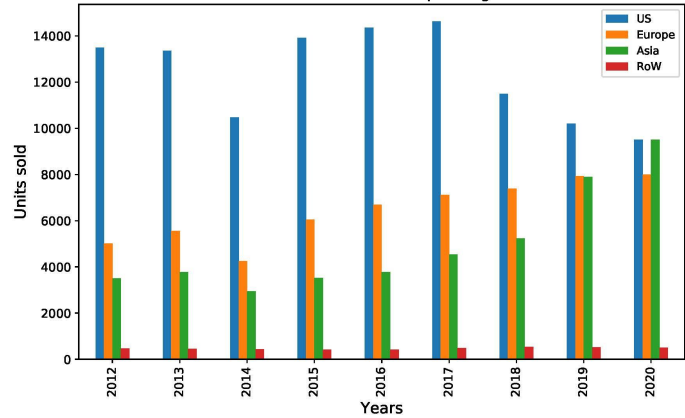


Our recommendations !

- When targeting high spending customers, we should focus on customers from segment A and B, where the group is smaller but average basket is higher.
- Segment C customers should be targeted when product is cheaper so as to attract more customers

Sales per region

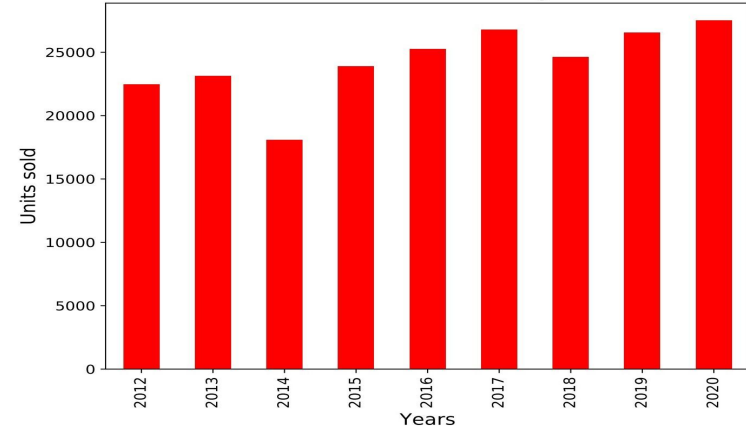
Number of Unit Sales per Region



Observations

- Past data has shown that sales have been increasing from 2012 to 2017 with the exception of the drop in 2014
- The shift in market focus from the US to Asia in 2017, led to a sharper decrease in sales for US than an increase in sales in Asia, resulting in a drop in total level of sales from 2017 to 2019

Total Unit Sales for all Regions



Analysis

- However, it is worth pointing out that the drop in sales from 2017 to 2018 could be an initial reaction from the market. After 2018, graph shows a steady rise in total sales level until forecasted 2020. Hence, following the graph trend, we may conclude that it would likely continue to grow in total sales from the shift in market focus