

About Children World

Children World is an American company that specializes in production and direct sale of children's products to businesses. A recent improvement in sales is that customers can place orders directly via a website catalog (E-commerce). Production takes place in the Far East, and the products are shipped directly from there to customers all over the world.

Children World has 600 employees; 250 of them are in sales (called sales managers). Sales takes place in 35 geographic markets and is organizationally divided into 6 regional divisions. The Nordic divisions headquarter in Copenhagen employs 26 sales managers. From their location in Copenhagen the Nordic sales managers are serving customers in the 3 geographical markets: Denmark, Norway and Sweden.

Children World produces and sells four product groups: toys, games, books and accessories. All customers have a handling responsible sales manager with budget responsibility for all 4 product groups.

From Children World's data warehouse in the U.S you have just received data for business intelligence reporting and analysis. The data mart is extracted, transformed and loaded from the following source systems:

- Human Resource System
 - Personnel master data is stored and maintained in an MS Access database
 - Budget and organizational data is stored and maintained in MS Excel.
- Retail System
 - Sales transactions from retail customers are stored and maintained in a SQL server database.
- E-Commerce System
 - Transactions from online sales are stored and maintained in a MYSQL database.

As you can see in the data mart a *handling responsibility concept* * has been implemented in the global sales organization.

Make a BI report for Children World's Nordic Board

As the Nordic Division's BI analyst, it's your task to develop a business intelligence report in PowerPoint format for the Nordic Board (and your exam) by using Tableau/MS Excel/Power BI and the data mart (Mart_Sum_Level_1) you received from the Data Warehouse. The BI report should provide answers to 3 sets of questions:

1. A performance management report with lag information for the year 2022 (assume that the year has just ended) that includes:
 - a. Answers to performance related questions like: E.g., which products, sales managers, customers, territories performed well and less good (or bad)?
 - b. A presentation of your results in report form, preferably with dashboards and graphics
 - c. Which dimensions, KPI's, metrics and analytical methodologies do you use?
2. Considerations about lead information and process improvements next year (2023):
 - a. Based on the lag information in your 2022 reports you must generate lead information to improve upon performance in the upcoming budget year 2023
 - b. Explain the expected process improvements in the Nordic sales organization for 2023 because of the actions taken based on the lead information you generated above
3. Reflect upon the quality of the KPI/KPI's you use to evaluate good/bad performance in your BI report. Also reflect upon requirement for possible new innovative data/data sources that could improve upon your future BI reports.

* Note: This means all customers have a sales manager with budgetary responsibility for all 4 product groups