

BRUNO

Théau

Individual Assignment Business Reporting Tools

Chinook Company

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1. Financial

Sales per months and years (1)

month	year	Sales
1	2009	\$35.64
2	2009	\$37.62
3	2009	\$37.62
4	2009	\$37.62
5	2009	\$37.62
6	2009	\$37.62
7	2009	\$37.62
8	2009	\$37.62
9	2009	\$37.62
10	2009	\$37.62
11	2009	\$37.62
12	2009	\$37.62
1	2010	\$52.62
2	2010	\$46.62
3	2010	\$44.62
4	2010	\$37.62
5	2010	\$37.62
6	2010	\$37.62
7	2010	\$37.62
8	2010	\$37.62
9	2010	\$36.63
10	2010	\$37.62
11	2010	\$37.62
12	2010	\$37.62
1	2011	\$37.62
2	2011	\$37.62
3	2011	\$37.62
4	2011	\$51.62
5	2011	\$42.62

This first table allows us to see that over all years and months, sales are rather regular with an average of 38.8\$ per month.

However, there are some exceptions, such as the first quarter of 2010, the second quarter of 2011 and the last quarter of 2012 and 2013.

This is a very important piece of information that should be explained in order to understand and learn from it. If it was a change in sales technique or a marketing campaign for example. It seems that this eventual change would have a positive impact on sales that could be considered for renewal if the cost does not exceed the revenue. Similarly, we would need to know if each sales peak corresponds to this same change.

In our second table, this is the sales for each year.

It can be seen that sales are regular, and no year is really different. Sales stagnate around 465.7 on average. There is no evolution in sales.

Sales per years (2)

year	Sales
2009	\$449.46
2010	\$481.45
2011	\$469.58
2012	\$477.53
2013	\$450.58

It seems that the company's turnover depends on the sales force. Therefore, it is by recruiting salespeople that the turnover can increase. We are not in a scalable company.

Regarding sales per month, the table 3 shows that there is no seasonality. No month really stands out, the standard deviation is tight. All months have sales figures concentrated in a \$16 range around an average of \$194 per month.

Sales per months (3)

month	Sales
1	\$201.12
2	\$187.20
3	\$195.10
4	\$198.14
5	\$193.10
6	\$201.10
7	\$190.10
8	\$198.10
9	\$196.20
10	\$193.10
11	\$186.24
12	\$189.10

Total Sales (4) Over the entire 5 year exercise the company has a turnover of 2328.6 dollars (table 4) on a set of 2240 tracks sold (table 6).

Sales	\$2328.60
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Average Quantity per invoice (5)

Average_Quantity_Per_Invoice	5.436893
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Average Sales per invoice (5 bis)

Average_Sales_Per_Invoice	\$5.65
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Total number of tracks sold (6)

Number_of_Tracks_purchased	2240
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Concerning the purchasing habits, the average basket contains a little more than 5 tracks per invoice for an average sale of 5.65 dollars per invoice (table 5bis).

Table 7 shows that the company is deployed internationally with customers from various regions of the world.

The average expenses per customer do not vary much, they are within a range of less than one euro.

This table allows us to conclude that the purchasing habits according to countries do not really vary regarding the amount allocated to track purchases. This means that the way a customer is approached regarding his purchasing power does not vary from country to country.

Table 8 shows the distribution of the company's global turnover by country. 60% of the turnover is made in only 5 countries out of 24 client countries. 20% of the countries contribute to 60% of the turnover.

Out of a total of 59 clients (Table 9), 35 clients, i.e. 60% of the clients are in only 5 countries.

60% of the customers make 60% of the turnover. This remark allows us to underline that the customer's location does not have an important impact on the turnover.

This very important information allows us to question the necessity to go and look for customers abroad. Since it seems that sales depend on the workforce of sales and that the customer has no distinction in the way to buy, what is the reason to develop

Sales details per Country (8)

Country	Customers	Invoices	Sales	Percentage_on_global_Sales
USA	13	494	\$523.06	23.35%
Canada	8	304	\$303.96	13.57%
France	5	190	\$195.10	8.71%
Brazil	5	190	\$190.10	8.49%
Germany	4	152	\$156.48	6.99%
United Kingdom	3	114	\$112.86	5.04%
Czech Republic	2	76	\$90.24	4.03%
Portugal	2	76	\$77.24	3.45%
India	2	74	\$75.26	3.36%
Chile	1	38	\$46.62	2.08%
Ireland	1	38	\$45.62	2.04%
Hungary	1	38	\$45.62	2.04%
Austria	1	38	\$42.62	1.9%
Finland	1	38	\$41.62	1.86%
Netherlands	1	38	\$40.62	1.81%
Norway	1	38	\$39.62	1.77%
Sweden	1	38	\$38.62	1.72%
Spain	1	38	\$37.62	1.68%
Denmark	1	38	\$37.62	1.68%
Poland	1	38	\$37.62	1.68%
Argentina	1	38	\$37.62	1.68%
Australia	1	38	\$37.62	1.68%
Belgium	1	38	\$37.62	1.68%
Italy	1	38	\$37.62	1.68%

Number of customers (9)

customer abroad?

Especially since the sales abroad must certainly be more expensive and require more investment from sales, for example because of the language barrier.

2. Customers

Type of Client (10)		
Location	Customers	Percentage
Company Client	10	16.9
Not Company Client	49	83.1

The company has 2 types of clients, professional clients who represent 17% of the clients and individual clients who represent 83% of the client panel.

Last Order Date Per Customer (11)					
CustomerId	Last_Order	Recency	Frequency	Total_Spending	Average_Spending
1	07AUG13:00:00:00	7.2years	7	\$39.62	5.66
2	13JUL12:00:00:00	8.3years	7	\$37.62	5.37
3	20SEP13:00:00:00	7.1years	7	\$39.62	5.66
4	03OCT13:00:00:00	7.1years	7	\$39.62	5.66
5	06MAY13:00:00:00	7.5years	7	\$40.62	5.8
6	13NOV13:00:00:00	6.9years	7	\$49.62	7.09
7	19JUN13:00:00:00	7.3years	7	\$42.62	6.09
8	04OCT13:00:00:00	7.1years	7	\$37.62	5.37
9	02FEB13:00:00:00	7.7years	7	\$37.62	5.37
10	12AUG13:00:00:00	7.2years	7	\$37.62	5.37
11	18MAR13:00:00:00	7.6years	7	\$37.62	5.37
12	05OCT13:00:00:00	7years	7	\$37.62	5.37
13	01NOV12:00:00:00	8years	7	\$37.62	5.37
14	11MAY13:00:00:00	7.5years	7	\$37.62	5.37
15	15DEC12:00:00:00	7.9years	7	\$38.62	5.52
16	04JUL13:00:00:00	7.3years	7	\$37.62	5.37
17	31JUL12:00:00:00	8.2years	7	\$39.62	5.66
18	08OCT13:00:00:00	7years	7	\$37.62	5.37
19	13SEP12:00:00:00	8.1years	7	\$38.62	5.52
20	21NOV13:00:00:00	6.9years	7	\$39.62	5.66
21	04DEC13:00:00:00	6.9years	7	\$37.62	5.37
22	07JUL13:00:00:00	7.3years	7	\$39.62	5.66
23	04DEC13:00:00:00	6.9years	7	\$37.62	5.37
24	20AUG13:00:00:00	7.2years	7	\$43.62	6.23
25	05DEC13:00:00:00	6.9years	7	\$42.62	6.09
26	05APR13:00:00:00	7.6years	7	\$47.62	6.8
27	13OCT13:00:00:00	7years	7	\$37.62	5.37
28	19MAY13:00:00:00	7.4years	7	\$43.62	6.23
29	06DEC13:00:00:00	6.9years	7	\$37.62	5.37
30	02JAN13:00:00:00	7.8years	7	\$37.62	5.37

Table 11 details each customer, the date of the last order, how long it has been in the past, the frequency of orders and their expenses.

We notice that the loyalty of each customer is interesting, in the space of 5 years each customer places 7 orders with an almost identical average basket.

The databases gave us access to sales until 2013, so it is difficult to interpret the recency, otherwise we can think that the company went bankrupt for a little more than 8 years.

Time as Client in the company - Time between the first and last order (12)

CustomerId	Time_as_Client
23	4.9years
25	4.75years
4	4.75years
21	4.75years
8	4.75years
46	4.75years
42	4.75years
50	4.37years
33	4.37years
12	4.37years
37	4.37years
54	4.37years
29	4.37years
16	4.37years
48	4.34years
52	4.34years
31	4.34years
10	4.34years
44	4.34years
27	4.34years
14	4.34years
6	4.34years
15	3.53years
7	3.53years
28	3.53years
58	3.53years
24	3.53years
49	3.53years
11	3.53years

Table 12 shows the time between the first and last purchase for each customer. This corresponds to the duration as a customer.

The duration goes from 4.9 years for the longest to 3.15 years.

The average customer longevity is 3.8 years (table 13).

Client average time (13)

Average_time_in_Company
3.84years

Clients and Sales per Country (14)

Country	Clients	Sales
USA	13	\$523.06
Canada	8	\$303.96
Brazil	5	\$190.10
France	5	\$195.10
Germany	4	\$156.48
United Kingdom	3	\$112.86
India	2	\$75.26
Portugal	2	\$77.24
Czech Republic	2	\$90.24
Ireland	1	\$45.62
Austria	1	\$42.62
Hungary	1	\$45.62
Chile	1	\$46.62
Sweden	1	\$38.62
Finland	1	\$41.62
Spain	1	\$37.62
Poland	1	\$37.62
Denmark	1	\$37.62
Norway	1	\$39.62
Argentina	1	\$37.62
Australia	1	\$37.62
Belgium	1	\$37.62
Netherlands	1	\$40.62
Italy	1	\$37.62

Table 14 summarizes Table 8. As mentioned earlier, there is no difference in purchasing habits between customers in different

countries. The turnover is therefore proportional to the number of customers and the country factor has no impact.

Table 15 shows the number of customers and sales by region. Europe is the most important region and represents 49% of the turnover, followed by North America representing 36%. Europe and North America are the company's two largest markets (table 15).

Region market details (15)

Region	Countries	Customers	Sales	Percentage_Sales
Europe	18	29	\$1151.98	49%
North America	2	21	\$827.02	36%
South America	2	6	\$236.72	10%
Asia/Oceania	2	3	\$112.88	5%

3. International business processes

Table 16 allows us to see sales by genre. We notice that in terms of sales 3 groups are distinguished.

Sales per Genres (16)

Name	Purchases	Sales level
Rock	835	\$826.65 High
Latin	386	\$382.14 High
Metal	264	\$261.36 High
Alternative & Punk	244	\$241.56 High
Jazz	80	\$79.20 Medium
Blues	61	\$60.39 Medium
TV Shows	47	\$93.53 Low
Classical	41	\$40.59 Low
R&B/Soul	41	\$40.59 Low
Reggae	30	\$29.70 Low
Drama	29	\$57.71 Low
Pop	28	\$27.72 Low
Sci Fi & Fantasy	20	\$39.80 Low
Soundtrack	20	\$19.80 Low
Hip Hop/Rap	17	\$16.83 Low
Bossa Nova	15	\$14.85 Low
Alternative	14	\$13.86 Low
World	13	\$12.87 Low
Heavy Metal	12	\$11.88 Low
Electronica/Dance	12	\$11.88 Low
Easy Listening	10	\$9.90 Low
Comedy	9	\$17.91 Low
Science Fiction	6	\$11.94 Low
Rock And Roll	6	\$5.94 Low

The first one composed of rock, latin, metal and alternative & punk genres are very sold, more than 200 times. Followed by jazz and blues sold more than 60 times.

Genres summary (17)

level	Number_of_Genres	Total_Sales	Percentage
High	4	\$1711.71	70
Medium	2	\$139.59	10
Low	18	\$477.30	20

The first "high" band composed of only 4 genres represents 70% of the turnover as explained in table 17. This figure shows the attraction of the public for these genres. If a marketing campaign was envisaged it would be interesting to highlight these genres because it represents 70% of the purchases.

Tracks purchased (18)

Purchases	Number
1 times	1728
2 times	256

Table 18 provides us interesting information, there is no block buster. Any track is bought more than once or two. This certainly shows the desire of customers to discover new things. Marketing or sales should highlight tracks unknown to the public.

Media types sales (19)				
Name	Number_of_purchases	Sales Level		
MPEG audio file	1976	\$1956.24	High	
Protected AAC audio file	146	\$144.54	Medium	
Protected MPEG-4 video file	111	\$220.89	Medium	
AAC audio file	3	\$2.97	Low	
Purchased AAC audio file	4	\$3.96	Low	

Table 19 shows the strong interest in the media "MPEG audio file" representing 84% of sales.

Unused tracks and Storage (20)

Tracks	Possible_Stockage_Space
1519	55.30440905GB

There are 1519 tracks never bought.

If the company's manager wanted to remove them, it would represent 55giga free.

However, this would be the opposite of our previous observation.

As we said, 87% of the tracks are bought once, if not only twice. This figure shows the interest of consumers for novelty and discovery. Therefore, it is on the contrary the tracks which have been never listened that interest customers. Removing them would be a big mistake. On the contrary, it is these never bought tracks that should be put forward in the company's strategy.

4. Employee

Employee and Retirement (21)

Retirement_Status	Count
No retirement soon	6
Retirement soon	2

Concerning more generally the employees, the company is composed of 8 employees (Table21), including 2 employees close to retirement with 61 and 73 years old.

These 2 employees are part of the sales team, with the title of manager and sales support agent.

Team details (23)

Title	NumberofEmployee
General Manager	1
IT Manager	1
IT Staff	2
Sales Manager	1
Sales Support Agent	3

For this, it would be interesting to anticipate the recruitment and training of a future manager.

Especially since after their retirement, there will be 3 new people in new positions including at least 2 totally new employees.

The sales manager could come from the sales team, either Peacock (id 3) or Johnson (id 5). The question of

the replacement manager is up to the manager philosophy. Is it better to take the best sales person as manager or to keep the best

Employees (22)

EmployeeId	LastName	Title	Age	In_the_Company
1	Adams	General Manager	58.68years	18.19years
2	Edwards	Sales Manager	61.87years	18.48years
3	Peacock	Sales Support Agent	47.15years	18.56years
4	Park	Sales Support Agent	73.09years	17.47years
5	Johnson	Sales Support Agent	55.64years	17.02years
6	Mitchell	IT Manager	47.31years	17.02years
7	King	IT Staff	50.4years	16.81years
8	Callahan	IT Staff	52.79years	16.64years

Sales Employees (22 bis)

EmployeeId	LastName	Title	Age	In_the_Company	Sales
3	Peacock	Sales Support Agent	47.15years	18.56years	833.04
4	Park	Sales Support Agent	73.1years	17.48years	775.4
5	Johnson	Sales Support Agent	55.64years	17.02years	720.16

sales person as a salesperson.

With table 22 bis, we can see that employee 3 is the best salesman and the oldest in the company.

Sales per country and Sales Agent (24)

Country	EmployeeId	NumberofSales	Sales
Argentina	4	7	\$37.62
Australia	4	7	\$37.62
Austria	5	7	\$42.62
Belgium	4	7	\$37.62
Brazil	3	14	\$77.24
Brazil	4	14	\$75.24
Brazil	5	7	\$37.62
Canada	3	35	\$191.10
Canada	4	7	\$37.62
Canada	5	14	\$75.24
Chile	5	7	\$46.62
Czech Republic	4	7	\$40.62
Czech Republic	5	7	\$49.62
Denmark	4	7	\$37.62
Finland	3	7	\$41.62
France	3	14	\$80.24
France	4	14	\$77.24
France	5	7	\$37.62
Germany	3	14	\$81.24
Germany	5	14	\$75.24
Hungary	3	7	\$45.62
India	3	13	\$75.26
Ireland	3	7	\$45.62
Italy	5	7	\$37.62
Netherlands	5	7	\$40.62
Norway	4	7	\$39.62
Poland	4	7	\$37.62
Portugal	4	14	\$77.24
Spain	5	7	\$37.62
Sweden	5	7	\$38.62

Our last table (24) shows by country the number of sales made by the different sales employees.

We can notice that there is no specialization at all, several employees are salesmen in the same country, there is no specialist for a country.

This table shows the lack of organization of the sales team (maybe it's time to refresh the manager).

It might be appropriate to allocate per employee a specific region or countries to allow specialization.

CONCLUSION

The company's sales stagnated over the 5 years. However, the company sells its tracks in digital form. This product format is a scalable product; however, the sales method is not scalable at all, the strategy may not be the right one.

There are some quarters with slight sales increase, but they are not explained, this is an important element that should be explained.

The company operates internationally in a rather scattered way. This is a loss of efficiency for the sales team. What is the benefit of selling in so many countries?

It has been noticed that buying habits are identical between each country. No nationality buys in a more important way.

The company's biggest markets are North America and Europe.

70% of the sales are made by 4 musical genres (latin, rock, etc) and no track is bought more than 2 times, there is no block buster. Customers would be interested in the novelty and would never buy the same thing.

Deleting the unread tracks would be a mistake because it is what customers are interested in. It is on this number of unlisten tracks that a sales strategy should be based.

A focus on the MPEG format would be interesting since it is the most popular format.

AAC file formats could be abandoned due to their low sales.

Regarding the sales team, the team will soon know the refreshment of 3 positions since there are soon 2 retirements including the manager. There is currently no specialization in the team, each salesman can sell where he wants.

To improve the efficiency of the team it would be interesting to redraw the markets by employees and focus on a smaller range of countries.