Executive Summary

Summary:

This work aims to answer the two main business questions raised in this case. By employing the usage of Power BI, Power Query Editor, and external sources, it was found who is the best country manager, and an analysis of the continuation of the book sales was made. Emma Smith emerged as the best country manager, showing the highest volume of Gross results. And as for the book sales, it was recommended to forecast future demands and explore the market growth for book substitutes if the company still wants to sell via this product line. Additional insights were found by using a final dashboard that allowed an easier comprehension of the trends that the given dataset included, and a short reflection talking about the impact that a chart type has on the comprehension of the reader was included towards the aim or the work.

Key findings and insights:

To evaluate the country managers' performance is necessary to evaluate the company's indicators, including revenue, gross results, and profit margins. From the analysis we have that Emma Smith achieved the highest results within the organization, being responsible for 19% of the gross results over the years. Emma also had the best results in the fiscal year of 2017. When evaluating countries, Australia experienced the highest growth rate in the fiscal year of 2017 compared to the previous one, with a rise of 151.5%.

To gain a comprehensive understanding of the market, we need to incorporate macroeconomic data, specifically GDP, market share, and customer satisfaction to contextualize the performance of the country managers within the overall economic conditions. A high GDP growth rate suggests a thriving economy, which can create favorable conditions for business expansion. If the country manager´s results overtake the GDP growth rate, indicates their ability to deliver strong results. By prioritizing customer satisfaction, they can enhance customer loyalty and retention, which will lead to increased sales, improve market share, and raise gross results.

After analysis, it was found that book sales have been declining across all regions. Despite having a gross margin of around 51%, the overall gross results do not justify the continuation of selling books. Also, examining the sales data of books over the past three years, the compound annual growth rate (CAGR) has shown a negative trend, indicating a decline in sales over time across all regions, while all other categories have demonstrated positive CARG, suggesting growth and potential opportunities for investment.

To make a final decision, it is crucial to gather additional data. Conduct surveys and collect feedback from customers, provides insights into their preferences, analyze market trends in consumer behavior, utilize forecasting techniques to estimate future demand for books, or explore trends and market growth of substitutes for books, such as audiobooks or podcasts, will shed light on the reasons behind the decline in book sales and provide potential new markets that the company could explore.

Lastly, it was possible to identify some patterns in the data. Unlikely other regions, where video games are the most sold category, Oceania has mobile as the main category. Moreover, two country managers from Europe, Maria, and Lucas, have similar revenue while Maria's quantity of products sold is substantially higher. That happens because Lucas is selling products that have higher revenue per unit when compared with Maria´s.

Dashboard: