



Modulo 5

Analítica de datos y extracción de conocimiento mediante técnicas de IA

Task 5

Description:

Your company wishes to better understand the evolution of our sales globally.

More specifically, it is unclear whether we should create a VIP program for our clients, focus on particular customer segments or which markets, if any, we should pay more attention to. We also do not know if higher category shipments are being profitable or we are losing money instead and should drop them.

Try to help your company improve its situation.

Submit a pdf file answering the following questions using visualizations. **For each question** you should include (i) a **description of how/why you selected that type of visualization**, (ii) a **screenshot with the visualization** that answers the question, (ii) a **brief answer that interprets the visualization** obtained.

Remember that the file submitted must **include the full name(s) of the student(s) involved**.

To do:

Using the data from **the previous session** OR from **the ORACLE database**, select and implement the **most adequate type of visualization to answer the following questions** from the EDA analysis that you had carried out. Remember to **justify your choice**:

- How much profit do the 10 best clients generate compared to the rest?
- How much is the average time and profit of packages according to their category?

Focus now on the market that provides the greatest benefit:

- How has profit evolved over time in this market?
- What is the average quantity ordered on each region in this market according to the order category?

Once you have finished these questions, **look at the multidimensional schema** of the repository. **Propose and answer another analytical question** using visualizations **that involve at least 2 dimensions and one measure**.