Hi Camille!

For your bootcamp project, please refer to the case below:

**AKB Corporation** (AKB Corp) is a US conglomerate that operates multinationally. It was established 10 years ago in the city of Detroit initially as an arts and crafts company, but it further ventured to other industries since it wanted to expand and diversify its industry portfolio, and manage its business risks.

AKB Corp has a number of subsidiaries under its umbrella. But its CEO, Gerald Pineda, thinks that the two subsidiaries (YYH Co and DBZ Co) provide the most value. To closely track the performance of these companies, he has requested for interactive dashboards that will quickly show the key metrics of these companies. Basic information, key metrics, and considerations of the two subsidiaries are listed below:  
  
1. **YYH Co** (Please refer to YYH Co\_Dataset)  
YYH Co, AKB Corp's first company, is an arts and crafts company that provides an innovative line of original stamp and gift set designs, crafted with only the highest quality ingredients. Its main online platform is Facebook, where it has a huge following due to the creative art making videos that it regularly uploads in the said platform. Being aware of this fact, YYH Co then largely increased its online marketing efforts in Facebook to boost sales growth. Due to these factors, YYH Co views Facebook metrics as an essential tool to track sales potential.  
  
YYH Co wants to bring social media insights into their everyday decision-making processes to accelerate their social media community growth. Hence, a dashboard showing different social metrics would really help them in their business decisions by identifying their strong points and areas to increase efforts.

Help YYH Co determine which three Facebook metrics will be crucial to achieve these objectives, and create a dashboard and analyses based on these metrics.

2. **DBZ Co** (Please refer to DBZ Co\_Dataset)  
DBZ Co is a multinational manufacturing company that produces specialty products called 'Ballz' which are sold to various segments and geographic locations. Given DBZ Co's large market and wide reach, Mr. Pineda wants to have a more thorough understanding of the main value drivers among its product offerings by having a dashboard that will turn DBZ Co's financials into visual charts and graphs. One of his considerations is to determine the products having the healthiest and thinnest margins, which are directly related to the products' value contribution to DBZ Co.   
  
Create a financial dashboard and analyze the company's financial data.

You have until tomorrow to finish the dashboards, after which you will present your output to us.

If you have any questions, please feel free to send a message.