

Task: Data Analysis (Model answers)

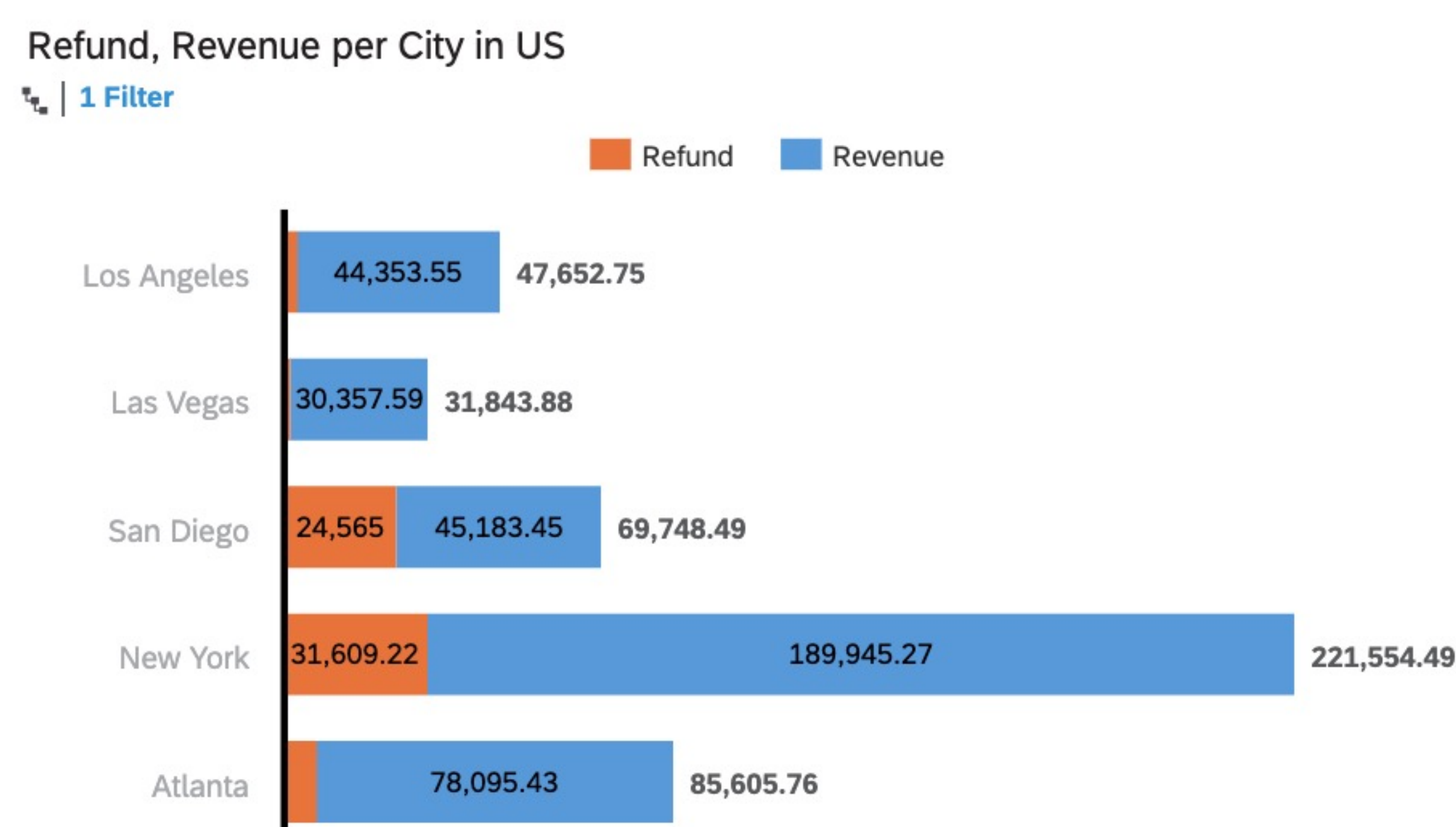
1A. In what city Fond Rouge loses the highest % revenue due to returns?

(Where the ratio refund:revenue is the highest?)

Answer: San Diego

Explanation: San Diego's total refunds rivals that of NY with less than 1/3 of the sales.

1B. Paste a screenshot of your Stacked Bar chart of Revenue & Refund per US city

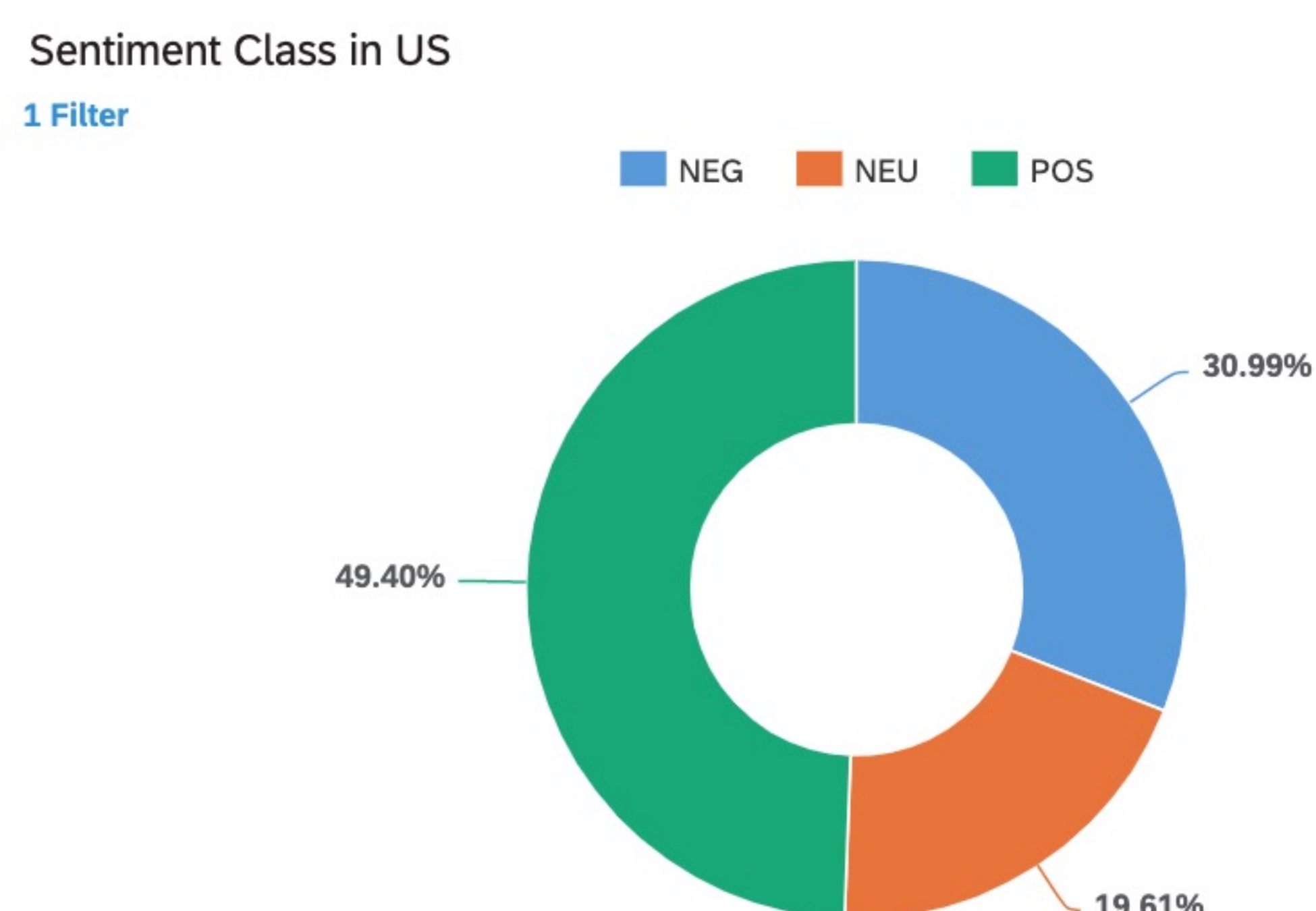


2A. What is the % NEG Class-ifiers in the US?

((Number of all sales with Sentiment Class=NEG in the US) / (Number of all sales in the US) * 100)

Answer: ~31%

2B. Paste a screenshot of your Donut chart of Sentiment Class in the US



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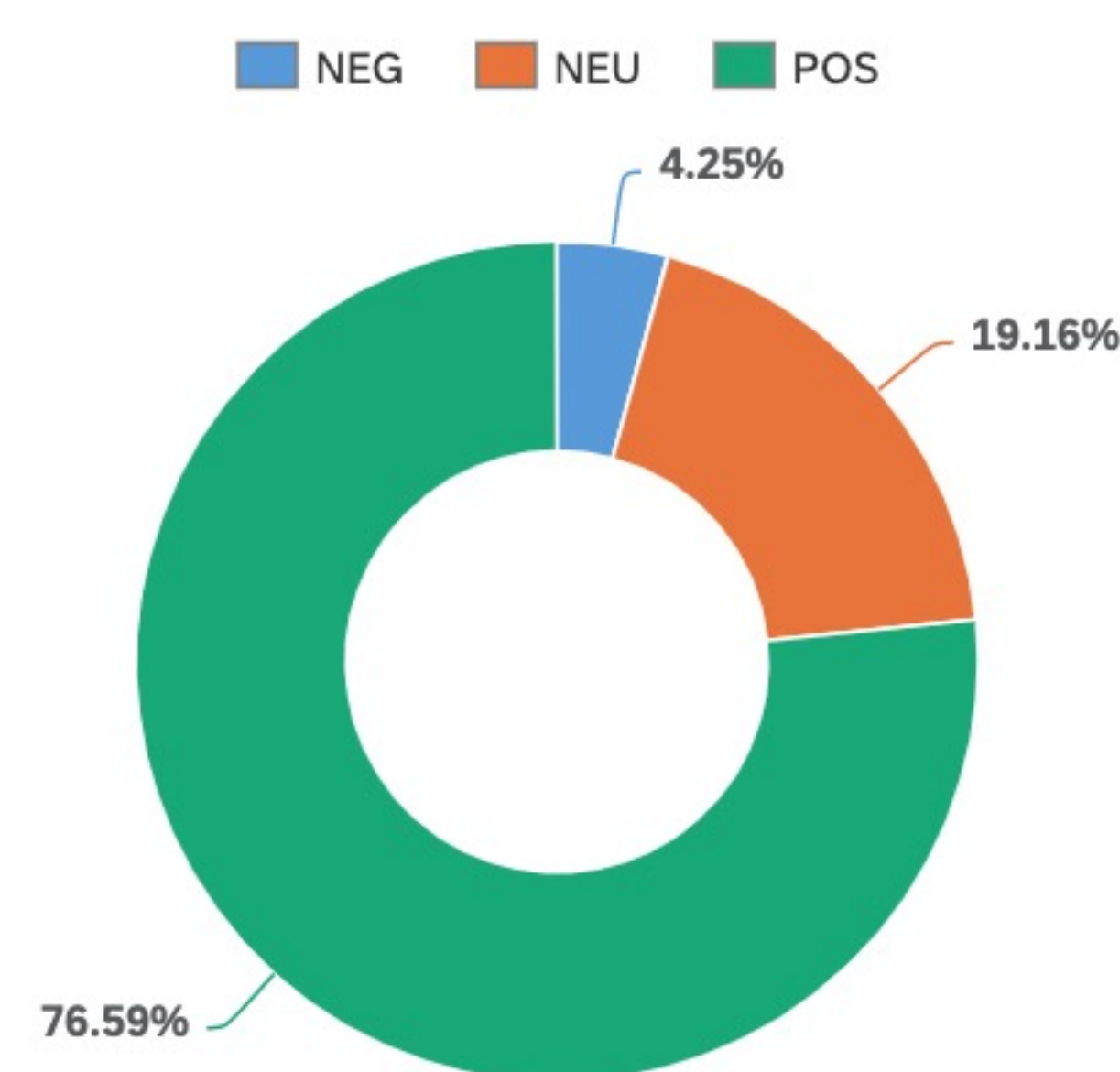
3A. What is the % NEG Class-ifiers, Globally?

((Number of all sales with Sentiment Class=NEG) / (Number of all sales) * 100)

Answer: ~4%

3B. Paste a screenshot of your Donut chart of Sentiment Class, Globally

Sentiment Class Globally



4A. List the locations where counterfeiting may be happening?

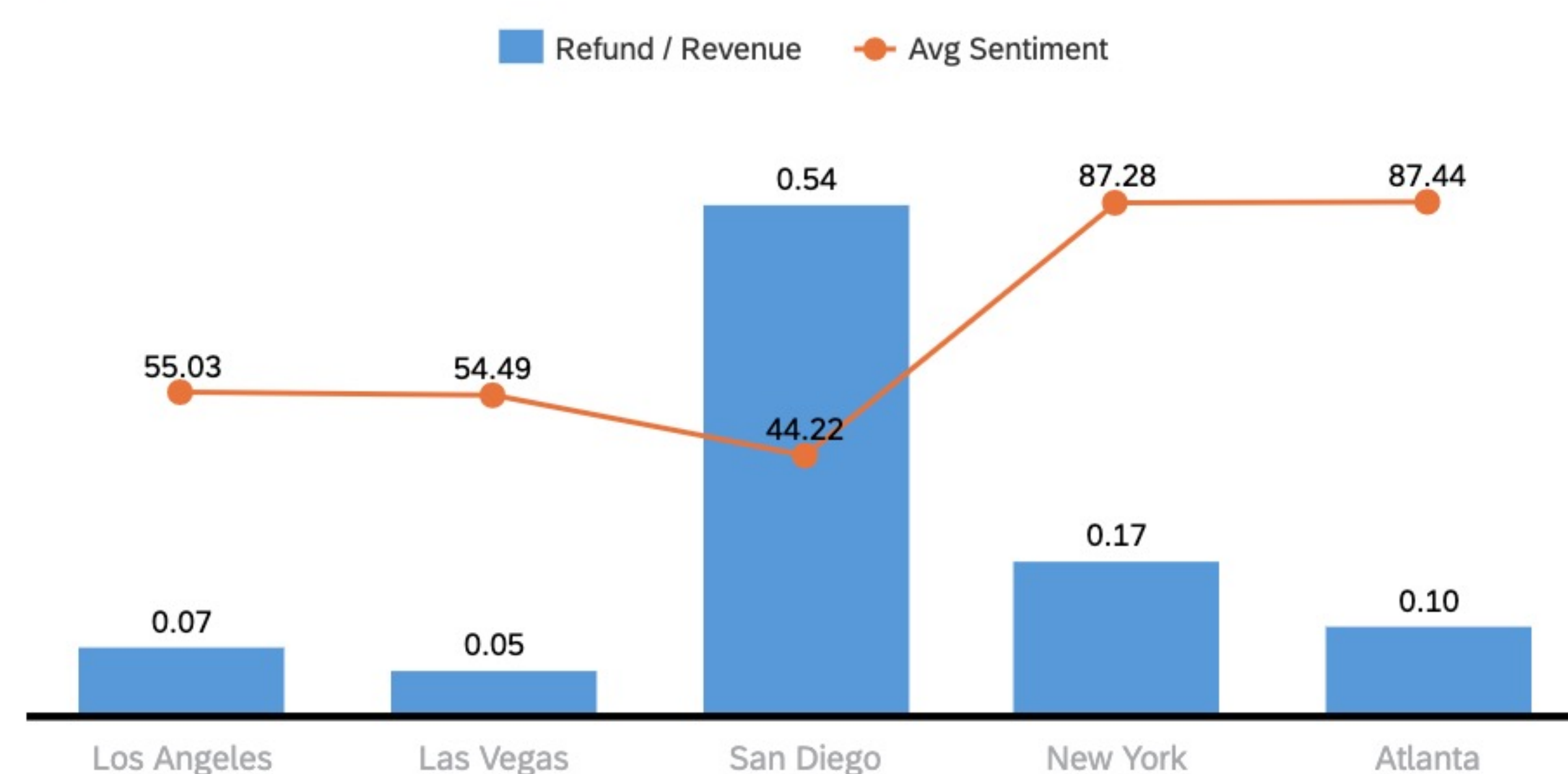
(Hint: look for cities where the returns are lower than 20%, but the Sentiment is low (under 65))

Answer: Los Angeles and Las Vegas

4B. Paste a screenshot of your Column & Line chart of Refund/Revenue & Avg Sentiment per US city

Refund / Revenue, Avg Sentiment per City in US

1 Filter



5. Does Fond Rouge have a problem in all of its American locations? How can you tell?

Answer: No. All locations on the East Coast demonstrate good Sentiment score and higher sales.

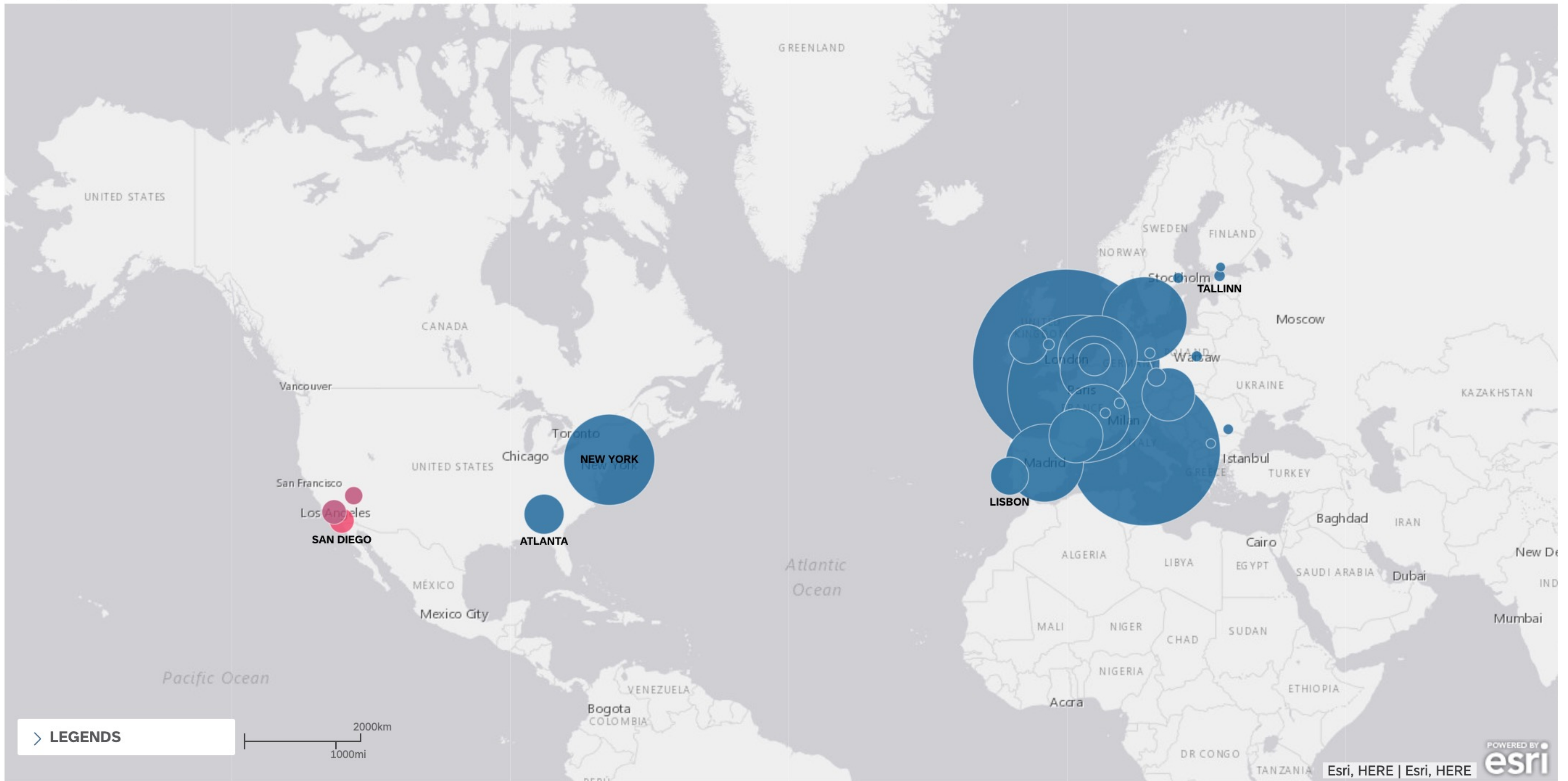
6. Is counterfeit the only problem that's observable in Fond Rouge's data for its US operation? Why?

Answer: No. There are at least 2 separate issues in the US operation of Fond Rouge. One is the counterfeit where Sentiment as well as Refunds is low. But the other is likely a quality issue - high Refunds and low Sentiment.

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7. Paste a screenshot of your GeoMap (Bubble Layer) of Location, Avg Sentiment, Revenue

Geo_Location (Revenue), Geo_Location (Refund), Geo_Location (Avg Sentiment) & Geo_Location (Revenue)
Subtitle |



8. Paste the login url for your SAP Analytics Cloud tenant.

(If you are logged in SAC – just copy & paste your browser url, no matter where in SAC you currently are)

Answer: <https://sactrireal-ssacus10-vxmh7a6a02094n3er85e5ni49.us10.hanacloudservices.cloud.sap/>