Definition of main KPI's metrics

1) Name: Ciudad de residencia / City of residence

- <u>Definition</u>: Distribution of the percentage of clients by city of residence.

- <u>Objective</u>: It helps us identify what our target market is.

- Knowing the geographical data of our clients can help us to identify if they are clients who live in a large or small city. This translates into whether they have more or fewer services.

- <u>Time horizon(s) of analysis</u>: Analyzes the full period of time together (everything from 2012 to 2106). However with a search filter ("Year", "Month") is added in case you want to make a more specific query.

- **Proposal** for graphical representation: Donut (pie chart).

2) **Name: Distribución según rangos de Edad y Género / Distribution according to Age and Gender ranges**

- Definition: it shows the distirbution of clients according to age and sex (female, male).

- Objective: To know demographic variables of the target population. There are the average age of the client or f it is aimed at men or women.

- Time horizon(s) of analysis: Analyses the full period together (everything from 2012 to 2106). But a search filter ("Year", "Month") is added.

3) **Name: Frecuencia de venta de productos según zona de residencia /Frequency of sale of products according to area of residence**

- Definition: It counts the total of products distributed by different cities of residence of

customers.

- Objective: Identify in which area there is more sales' product volume. In order to detect these areas where it is possible to attract new customers or retain customers.

- Time horizon(s) of analysis: Analyzes the full period together (everything from 2012 to 2106).

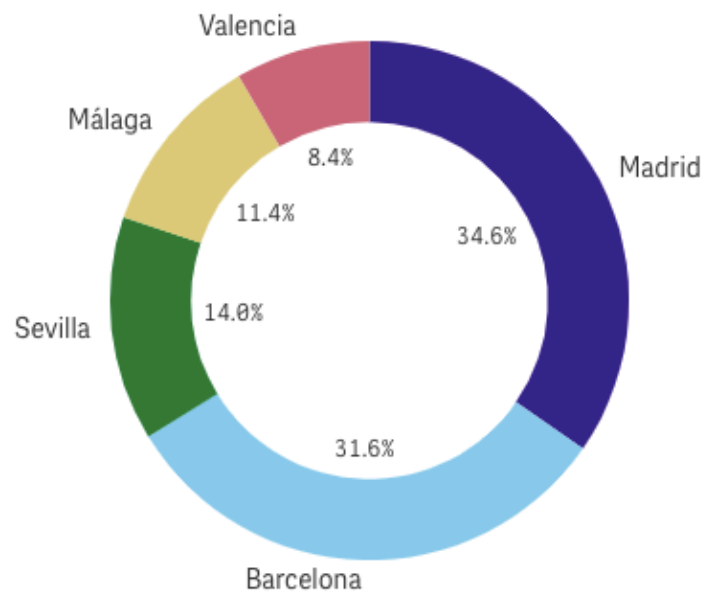- Graphic representation proposal: Block chart.

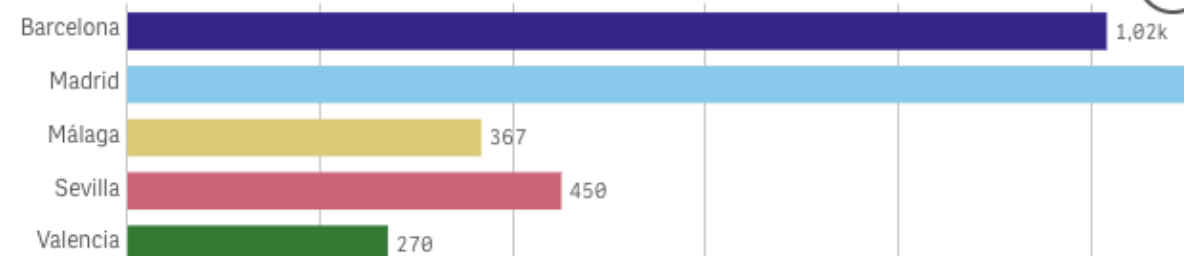# Información demográfica y ubicación de clientes

Year

Month

Distribución según ciudad de residencia

Ciudad	Valor
Barcelona	1,02k
Madrid	
Málaga	367
Sevilla	450
Valencia	270

Total Clientes
3.218

Ciudad de residencia

TIENDA_VENTA

- Madrid
- Barcelona
- Sevilla
- Málaga
- Valencia

Valencia
Málaga 8.4%
11.4%
Sevilla 14.0%
Madrid
34.6%
31.6%
Barcelona

Distribución según rangos de Edad y Género

GÉNERO ■ H ■ M

Rango	H	M
<17 Years	1	
17 - 25	16	
25 - 30	17	(20)
30 - 40	21	16
40 - 50	18	(20)
50 - 60	14	4
60+	28	10
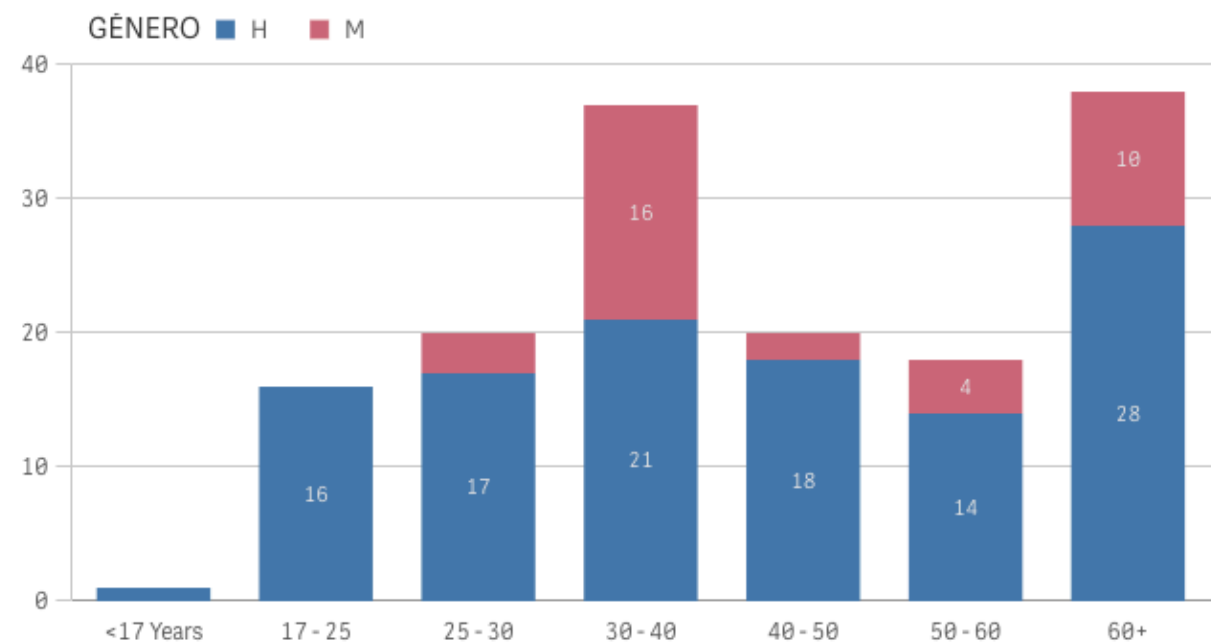
4) **Name: FAMILIES_TOP**

Definition: to calculate the number of products according to their Family.

Objective: Identify the families of products that are sold the most.

Time horizon(s) of analysis: Analyse the entire period together (2012 to 2106). Levels of aggregation and/or presentation of information: Representation of the absolute number
of products. Information sorted from largest to smallest.

Graphic representation proposal: Horizontal bar graph ordered in ascending order.

5) **Name: Ventas según tipo de producto / Sales according to product type**

Definition: The distribution of number of sales is analysed according to type of products.
Objective: Identify which products are sold more.

Time horizon(s) of analysis: Analyses the entire period together (everything from 2012 to 2106).
More specific queries can be made in the dashboard through the search filter ("Year", "Month"). And another filter it is included according to the variable "Store sale".

Graphic representation proposal: Pie chart, in donut format.

📅 Notas 👁 **Insight Advisor** No se ha aplicado ninguna selección 🔖 **Marcadores** ⌄ Hojas ⌄ ‹ ›

Analisis Productos Vendidos

Year

Month [Más]

TIENDA_VENTA

Total Productos
3.218

TOP Familias

FAMILIA_PRODUCTO

- Caballero — 938
- Mujer
- Complementos — 452
- Bebe — 270

Freq. venta productos según zona de residencia

Madrid | Barcelona | Sevilla

Málaga | Valencia

Ventas según tipo de producto

PRO

- Pantalones 16.1%
- Vestidos 10.2%
- Deporte 9.3%
- Zapatos 9.0%
- Camisetas 7.9%
- Sudaderas 7.8%
- Camisas 5.6%
- Bikinis 3.5%
- Polos
- Otros 26.7%
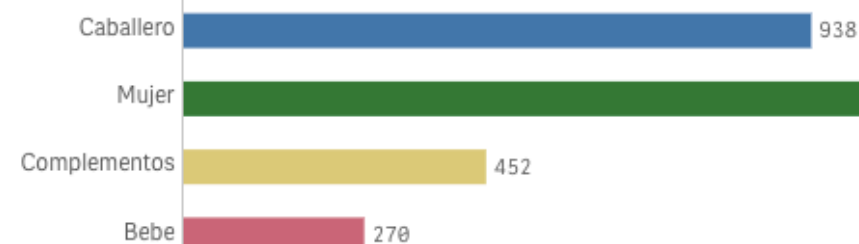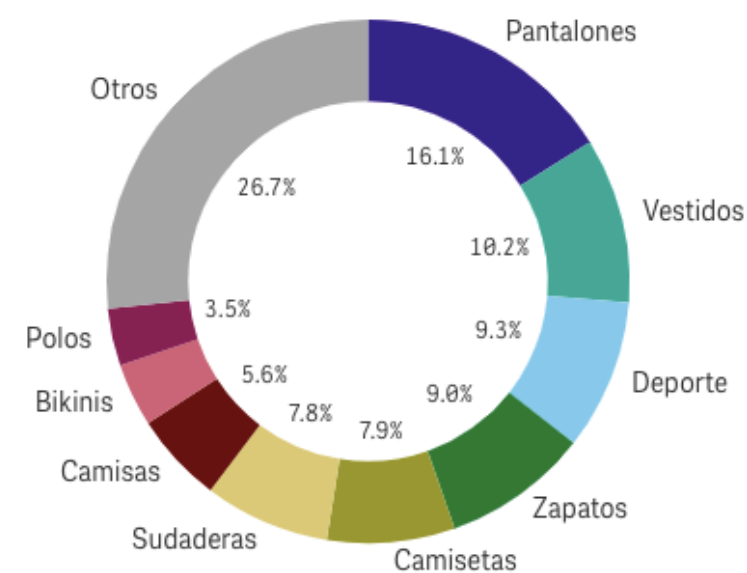
6) Name: Evolución anual de la facturación / Annual turnover evolution

Definition: to observe the evolution of the billing amount with annual period.

Objective: Track earnings on a regular basis. So that we can contrast the evolution of profits for years.

Time horizon(s) of analysis: Annual analysis of the data set (from 2012 to 2106). More specific queries can be made in the dashboard through the search filter ("Year", "Month"). And another filter according to the variable "Store sale".

Graphic representation proposal: Trend or line graph.

7) Name: Facturación según tipo de producto / Billing according to product family.

Definition: Sum of the total sales amount broken down by product family.

Objective: To know which family of products provides us with more benefits.

Time horizon(s) of analysis: Analyse the entire period together (2012 to 2106).

Graphic representation proposal: Horizontal bar graph ordered in ascending order.

Información de ventas y Facturación

Year		
Month		
TIENDA_VENTA		

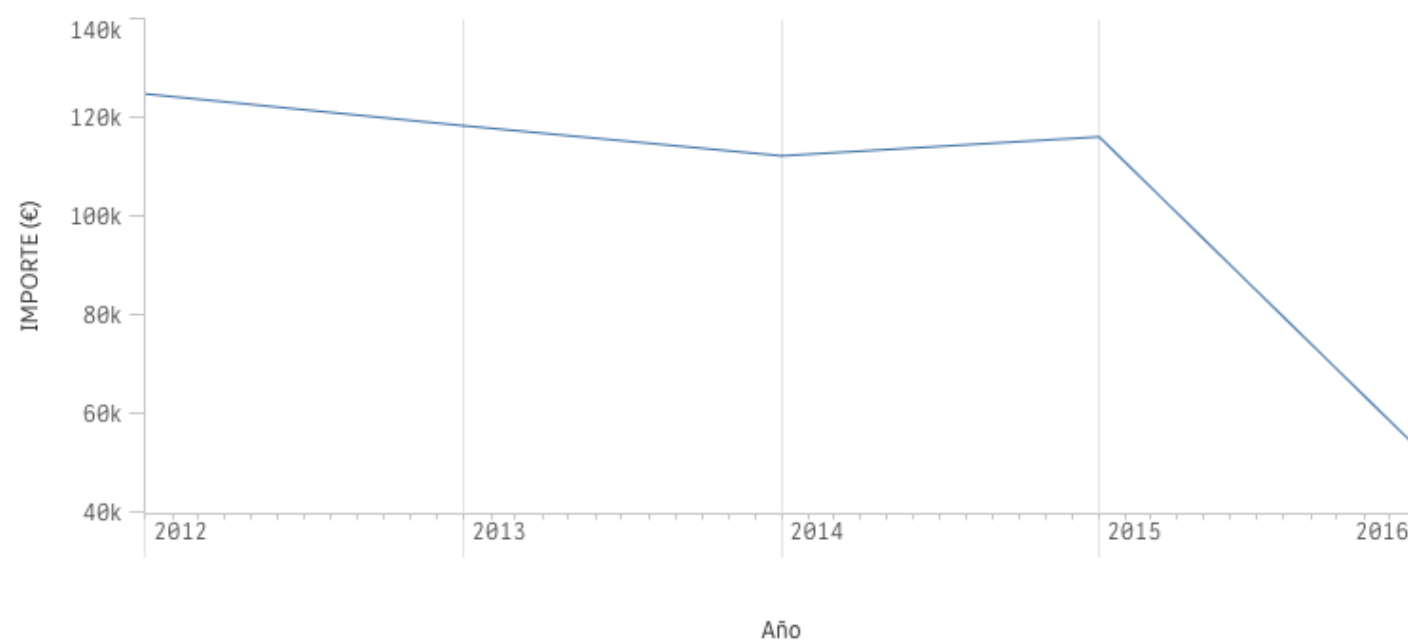**Numero de transacciones**
3.218

Total Impagos
2.382

Ventas
525.221 €

Evolución anual de la facturación

Facturación según Familia de Productos

Leyenda:
- Beb
- Cal
- Co
- Mu

Valores del gráfico de barras:
- Mujer: 278.426 €
- Caballero: 174.429 €
- Bebe: 49.433 €
- Complementos: 22.933 €

Eje X: SUM(IMPORTE) — 0 €, 100.000 €, 200.000 €, 300.000 €
Eje Y: FAMILIA_PRODUCTO

Gráfico de líneas: IMPORTE (€) 40k–140k, Año 2012–2016