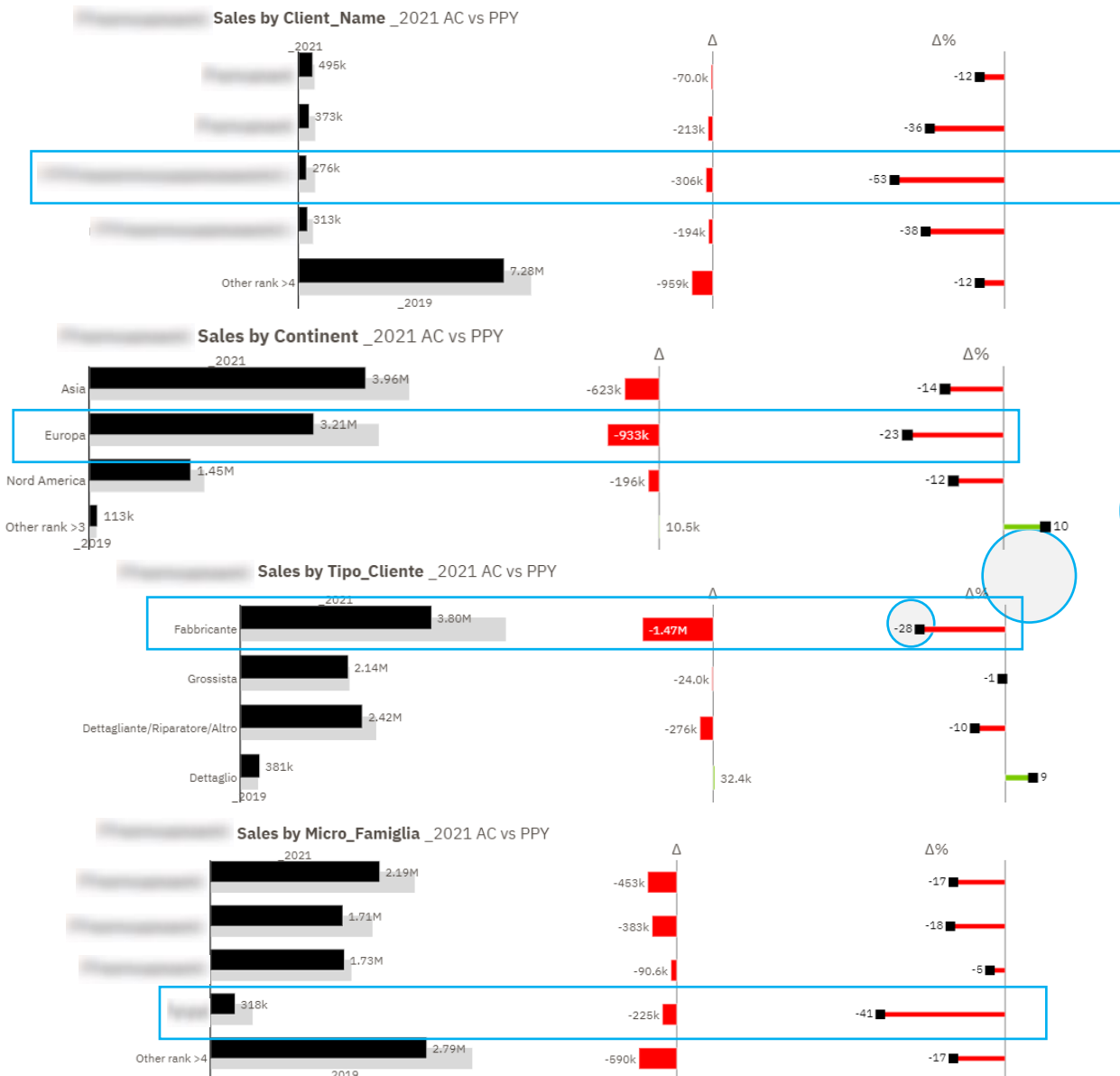


# Variable dimension variance analysis

Powered by  **Mparanza**

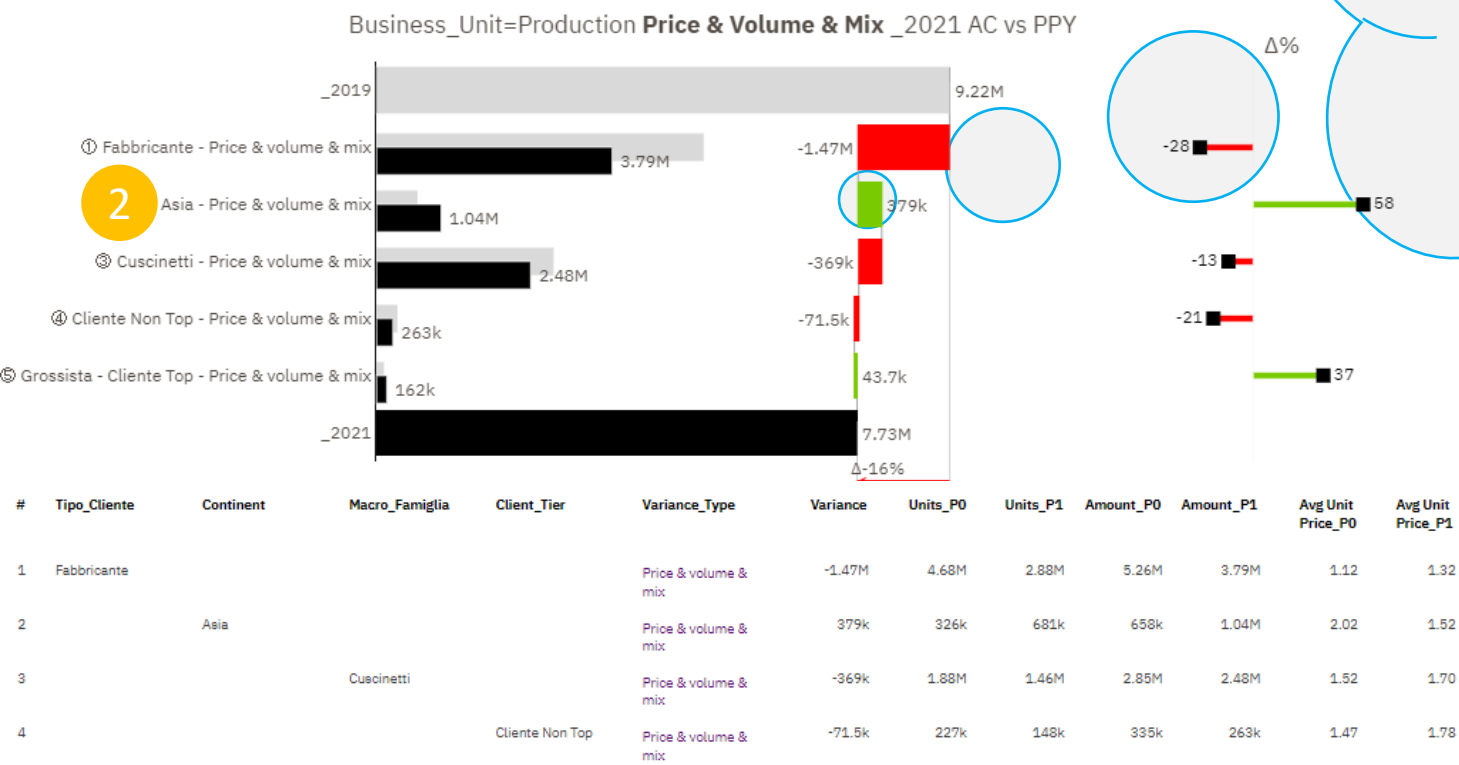
# “Dimension by dimension” variance analysis can hide important dynamics ...



*The analysis of the \_2021 vs \_2022 change in revenue shows a sharp decline in manufacturing customers (-1.5M, -28%).*

*Turnover - analyzed on all possible dimensions - always drops (except for a modest increase in "other continents").*

...that variable-dimensional variance analysis can help identify...



Actually, net of the decline in manufacturers, the other customer classes (retailers, wholesalers,..) in Asia grew significantly (+0.4M, +58%).

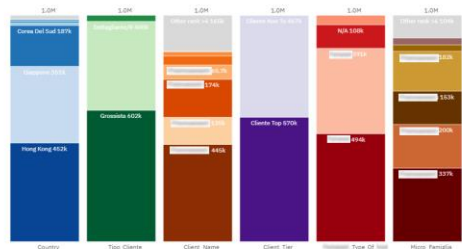
The decline in manufacturers "hides" the growth of other customers in Asia.

The standard approach to identifying these cases is to test many combinations of filters.

# ...and analyze in detail

Crescita non fabbricanti Asia (+58%)

© Non Fabbricanti Asia Sales by dimension \_2021



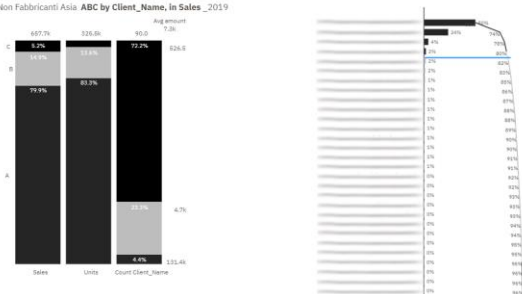
2 Forte crescita Corea e Dettaglianti. Cuscinetti in pelle performano meglio in kit, cuscinetti in vescica performano meglio se sciolti



4 dettaglianti => 80% fatturato non fabbricanti Asia

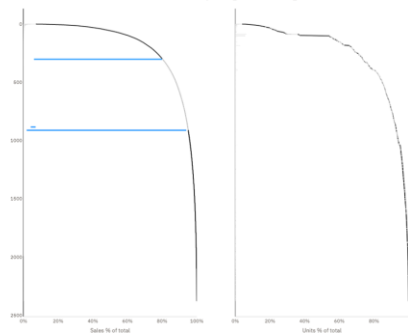
© Non Fabbricanti Asia ABC by Client\_Name, In Sales \_2019

Non Fabbricanti Asia ABC by top 30 Client\_Name, In Sales \_2019



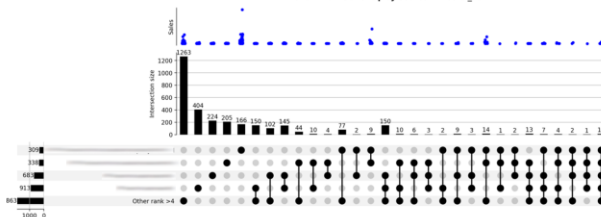
300 reference 80% vendite, 900 reference 95% vendite

© Non Fabbricanti Asia ABC by Codice\_Articolo, In Sales \_2019



2 Prevalenza di referenze vendute a un solo cliente non fabbricante Asia

Client Name overlap by Codice Articolo \_2021



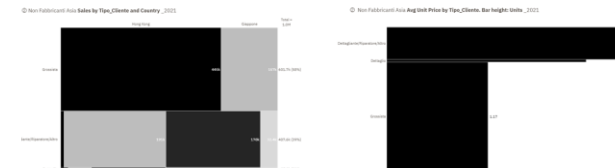
2 Incremento legato a maggiori volumi, impatto negativo mix



2 Incremento legato a 4 clienti



2 Prezzo grossisti significativamente più basso



Besides automatically finding these cases, 'Mparanza lets you isolate the data to better understand the phenomenon.

The thumbnails detail the "slice" of dataset related to other Asia customers that grew by 58%.