

SASReport_GemparBambangGodata_00000067643_IS529_BL_UAS

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Author: gempar.bambang@student.umn.ac.id

DASHBOARD BUSINESS INTELLIGENCE LEXINGTON FURNITURES



Furnitures Analysis



Time Sales Analysis



Web Clicks Analysis



Forecast Sales



Market Basket



Gender Classifier



Predictions

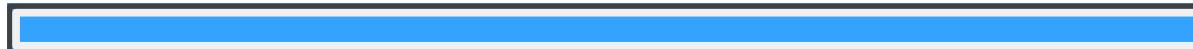
What are the characteristics of SubcategoryName?

SubcategoryName has a 5.19% chance (1.6K of 30K) of being Appliances. It's the ninth most common SubcategoryName value.

Appliances



What factors are most related to SubcategoryName?



What are the groups based on UnitSales by the chance of SubcategoryName being Appliances ?

71.12%

If UnitSales is between \$494 and \$648 , then SubcategoryName has a 71.12% chance (298 out of 419 cases) of being Appliances.

FURNITURES



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Kontribusi Terhadap Pendapatan dan Biaya



SubcategoryName

A1.1

What is the relationship between SubcategoryName and UnitSales?

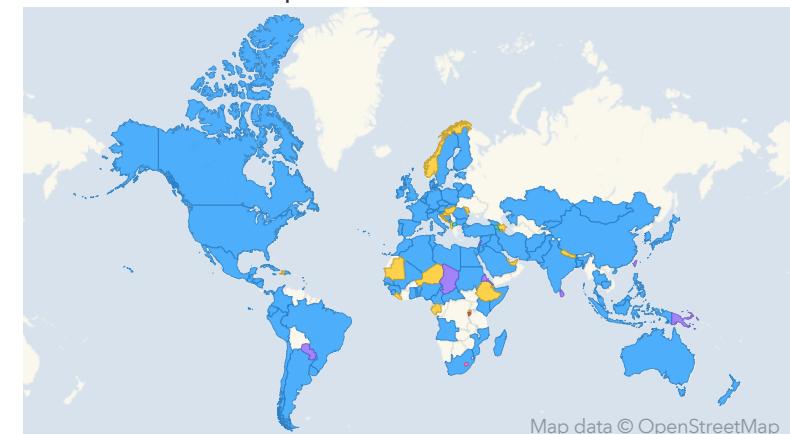


The average UnitSales when SubcategoryName is Appliances is \$202, with a minimum of \$2.2 and a maximum of \$1.1K. The average UnitSales when SubcategoryName is NOT Appliances is \$73, with a minimum of \$1.4 and a maximum of \$1.9K. Average UnitSales is \$79, and it ranges from \$1.4 to \$1.9K.

Penjualan Jenis Furniture CategoryName



Jenis Furnitur Populer



SubcategoryName

Appliances Art Binders Bookcases Chairs
Furnishings Paper Storage Supplies Tables

A1.2

Time Sales Analysis

Hari Terlaris

Thursday

Wednesday Monday

Sunday

Friday

Tuesday

Saturday

16292
12796 ↑A
OrderQuantity

\$292,605.9

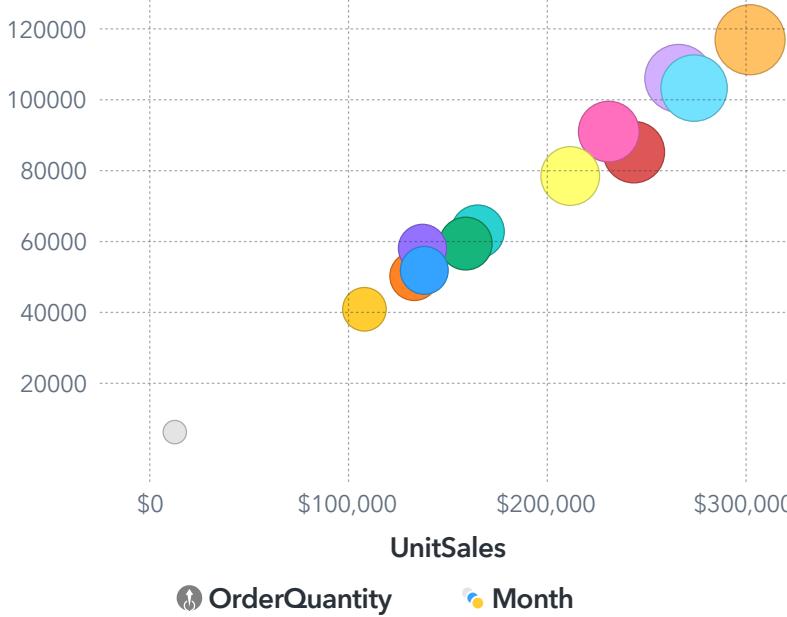
UnitSales

16292
12796 ↑A.1
OrderQuantity

\$371,076.3

Bulan Terlaris

ShippingCost



Sales Tahunan

UnitSales

\$800,000

\$700,000

\$600,000

\$500,000

\$400,000

↑A.2

↑A.2.1

↑A.2.2

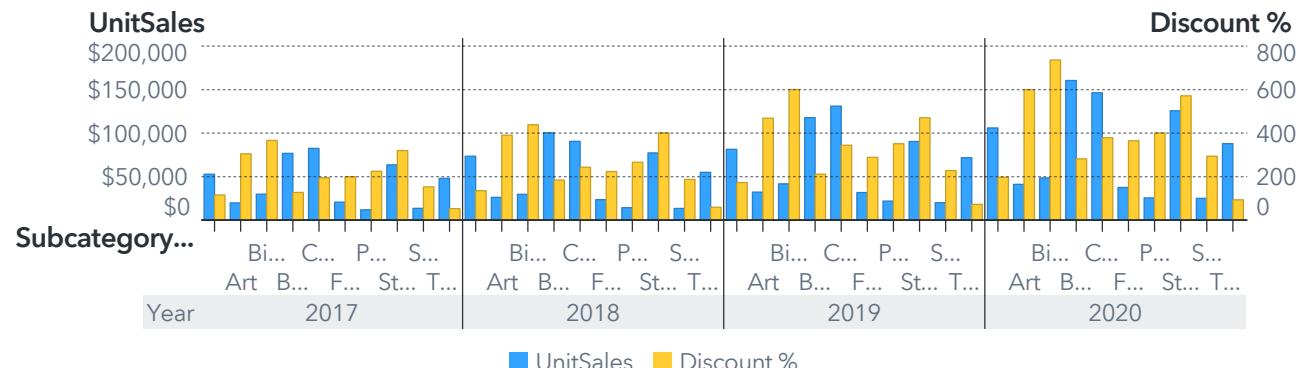
↑A.2.3

TIME SALES

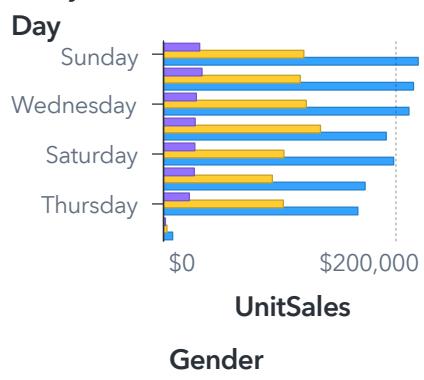


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UnitSales, Discount % by SubcategoryName



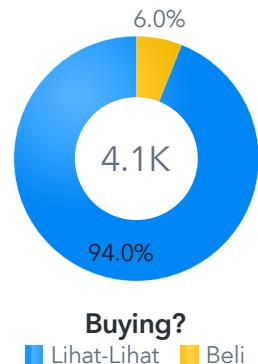
Penjualan Jenis Furniture



Web Clickers

Apakah langsung membeli?

Frequency



Peluang Membeli Dari Seluruh Jumlah Click (%)

6.7

6.76%

If Home is greater than or equal to 26, then Buying? has a 6.76% chance (150 out of 2.2K cases) of being Beli.

5.19%

If Home is less than 26, then Buying? has a 5.19% chance (98 out of 1.9K cases) of

What are the characteristics of Buying??

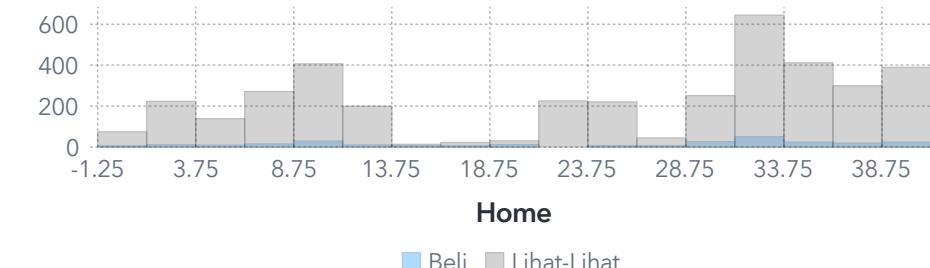
Buying? has a 6.04% chance (248 of 4.1K) of being Beli. It's the least common Buying? value.

Beli Lihat-Lihat

What factors are most related to Buying??



What is the relationship between Buying? and Home?



The average Home when Buying? is Beli is 25, with a minimum of 1 and a maximum of 41. The average Home when Buying? is Lihat-Lihat is 24, with a minimum of 1 and a maximum of 41. Average Home is 24, and it ranges from 1 to 41.

WEB CLICK ANALYSIS



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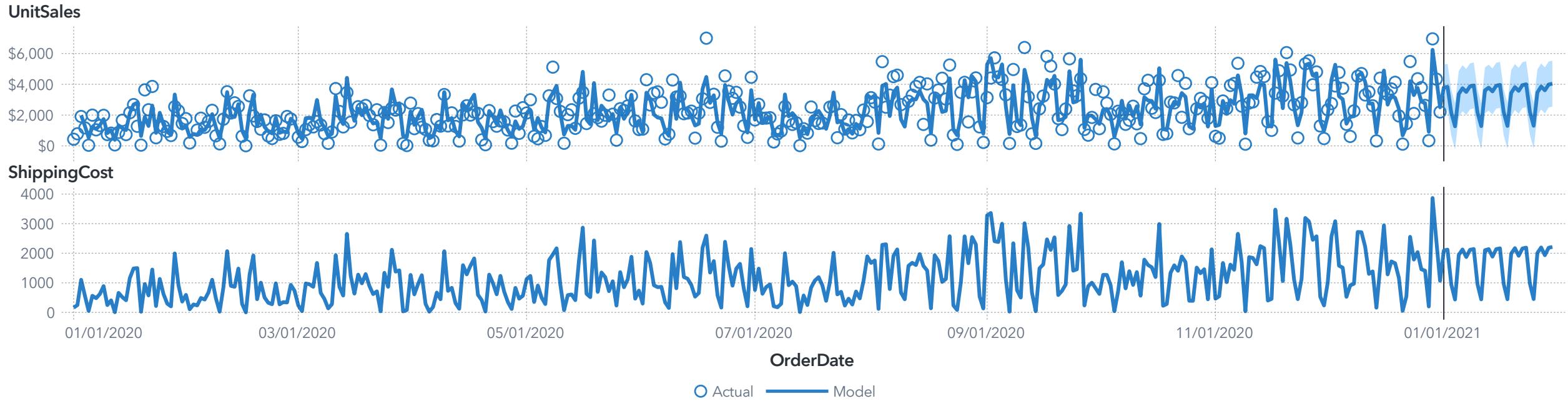
Pengunjung Membeli Berdasarkan Periode Click Mereka

periode_id	total_clicks	Home	Bar Counter	Beds	Benches	Bistro Tables	Bookcases	Buffets	Cabinet	Chairs	Credenza	Chests
5822	107	33	2	3	1		1	2	1	4	6	1
5820	114	33	4	3	0		1	1	3	3	8	0
5819	103	35	3	4	1		0	0	2	2	9	0
5818	106	36	6	1	1		2	5	5	3	2	2
5816	87	13	3	2	0		2	4	3	3	4	2
5815	54	1	1	3	2		1	4	1	4	2	4

A3.1

Forecast Sales

Prediksi Sales & Shipping Cost 1 Bulan Mendatang



95% forecast confidence.

The forecast for UnitSales has the following contributing factor(s): ShippingCost

A4.1

FORECAST



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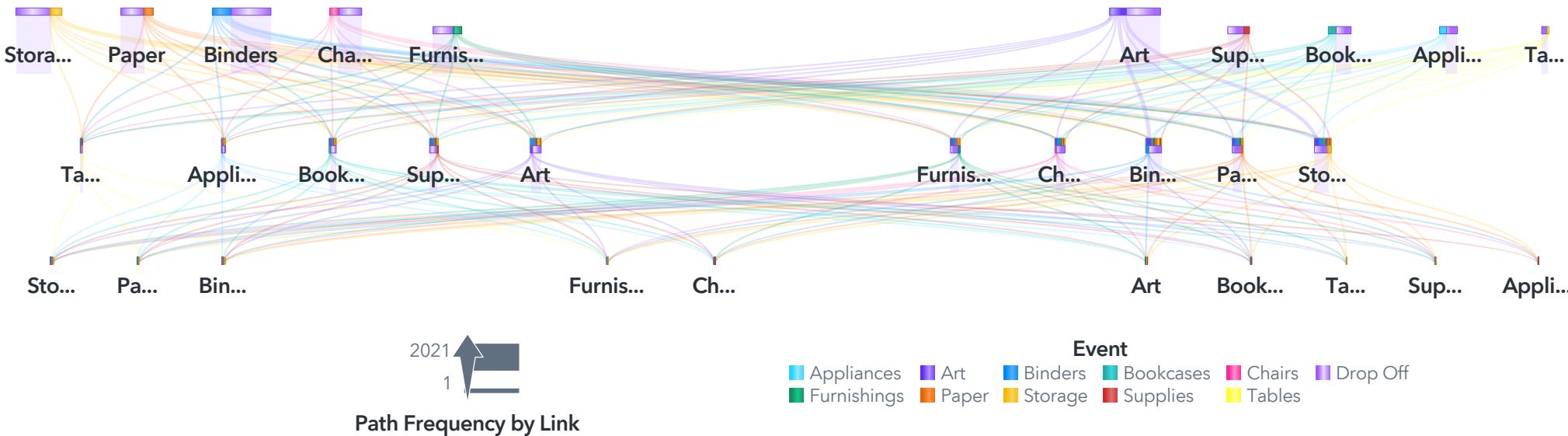
UnitSales, OrderQuantity by Month



A4.2

Market Basket

Sub Kategori Produk yang Dibeli Customer Bersamaan



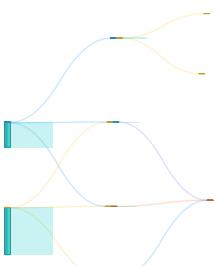
A5.1

PATH ANALYSIS



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Minat Customer Terhadap Prioritas Order



Path Frequency by Link Event

A5.2

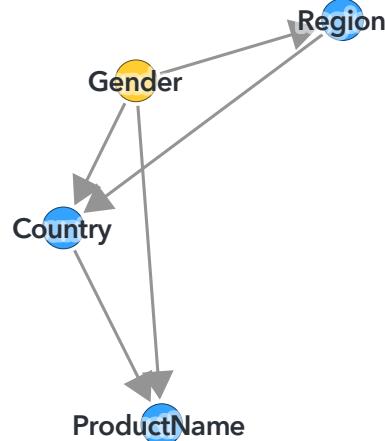
Dari Grafik Path Analysis diatas dapat diketahui produk-produk furnitur yang ikut dibeli customer. Misalnya mayoritas customer (sebanyak 1757 orang) hanya membeli Storage dan sebanyak 13 orang yang membeli Furnishings juga membeli Bookcases. Sehingga Lexington dapat menaruh produk-produk Bookcases di area rekomendasi produk saat customer membeli produk Furnishings.

Sedangkan grafik path analisis di samping kiri merupakan grafik yang telah difilter agar hanya menampilkan pembelian

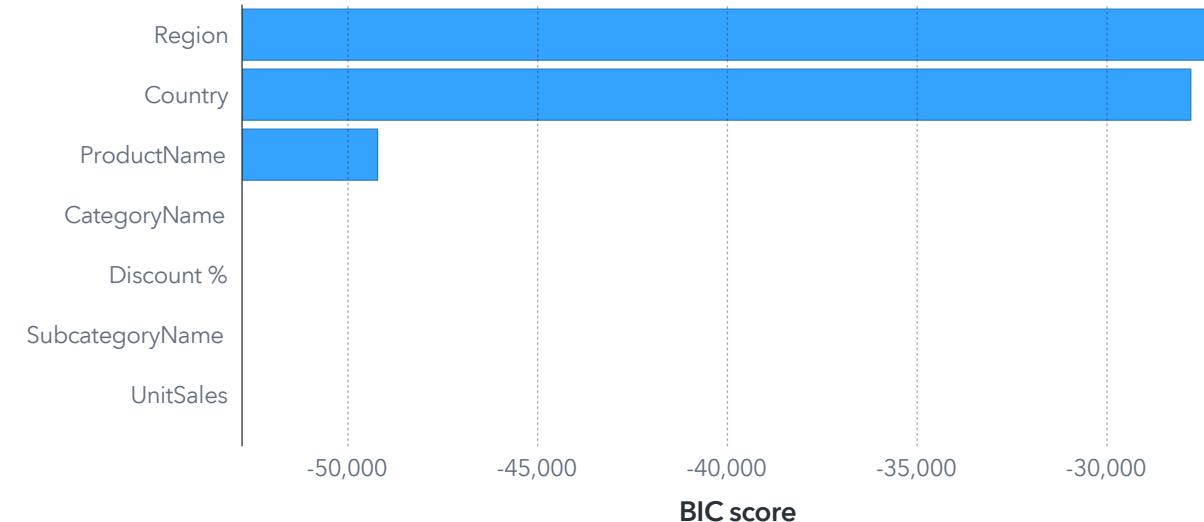
Gender Classification Bayesian Network

Bayesian Network **Gender** (event=M) Misclassification Rate (Event) **0.2572** Observations Used **29,999**

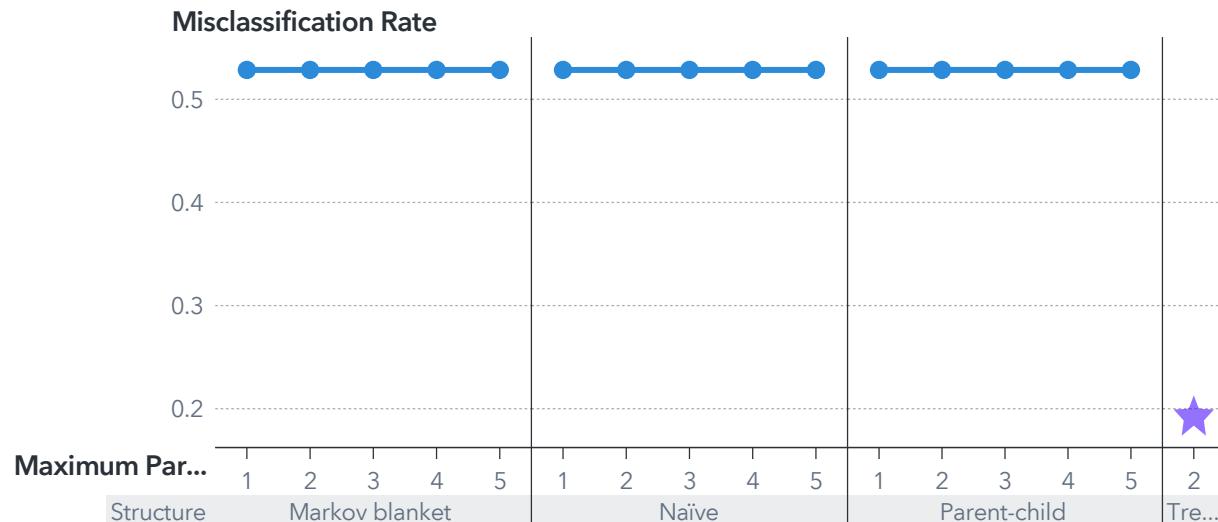
Network



Variables in Network

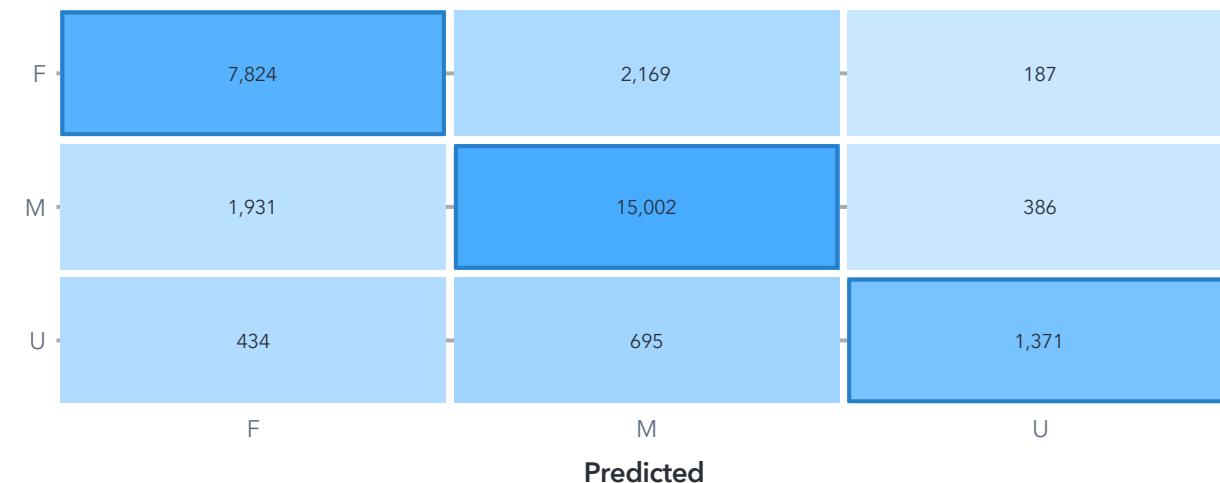


Model Selection



Confusion Matrix

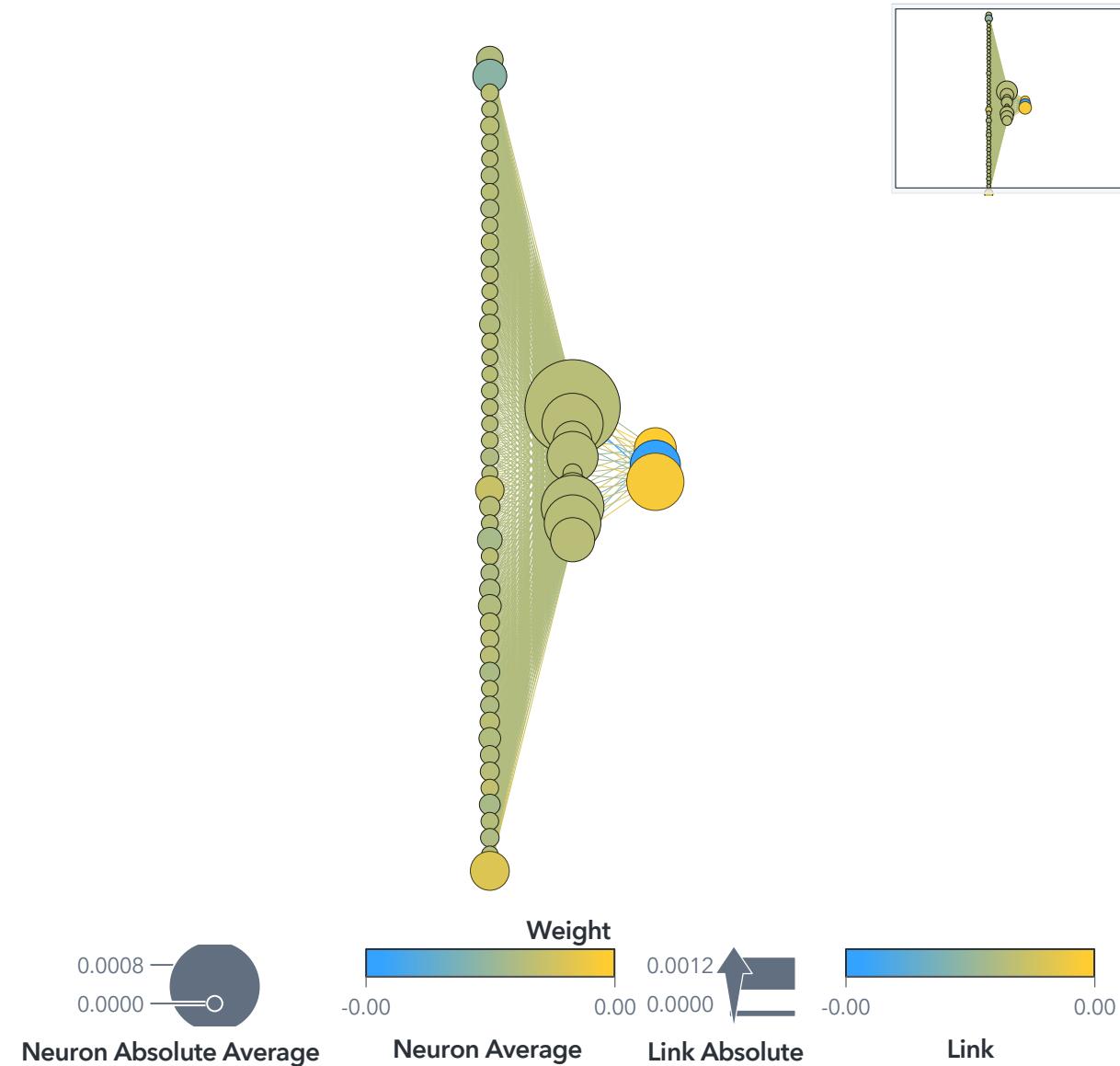
Observed



Gender Classification Neural Network

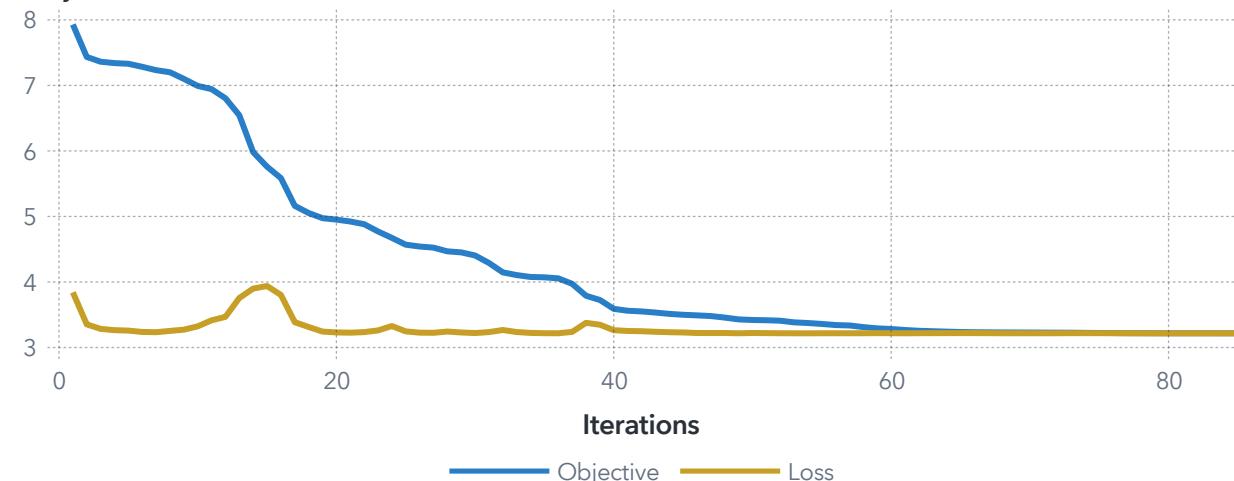
Neural Network **Gender** (event=M) Misclassification Rate (Event) **0.4227** Observations Used **29,999**

Network



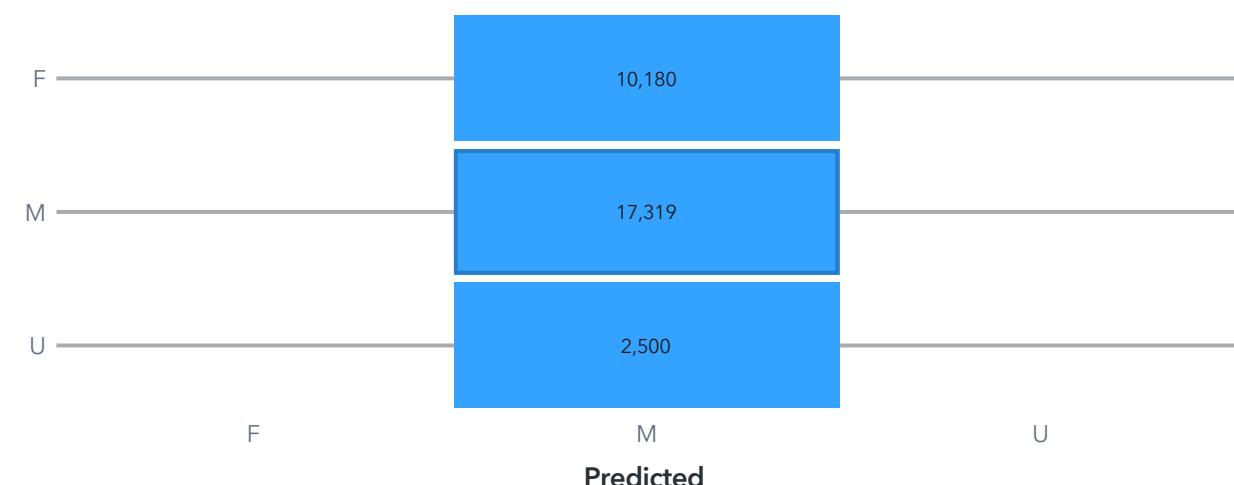
Iteration Plot

Objective / Loss



Confusion Matrix

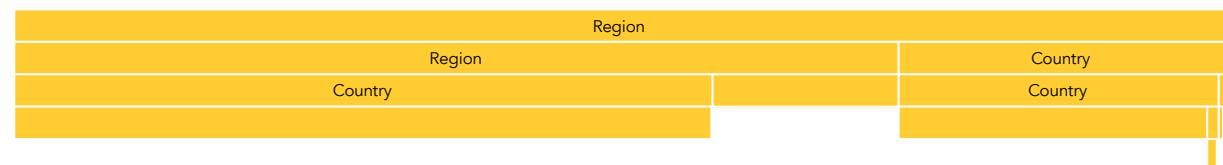
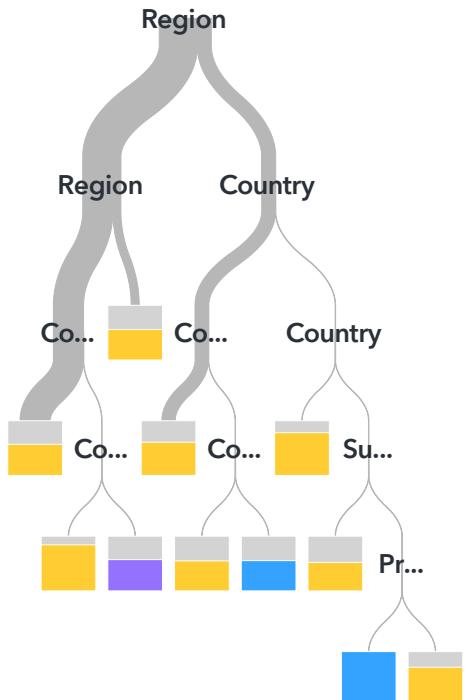
Observed



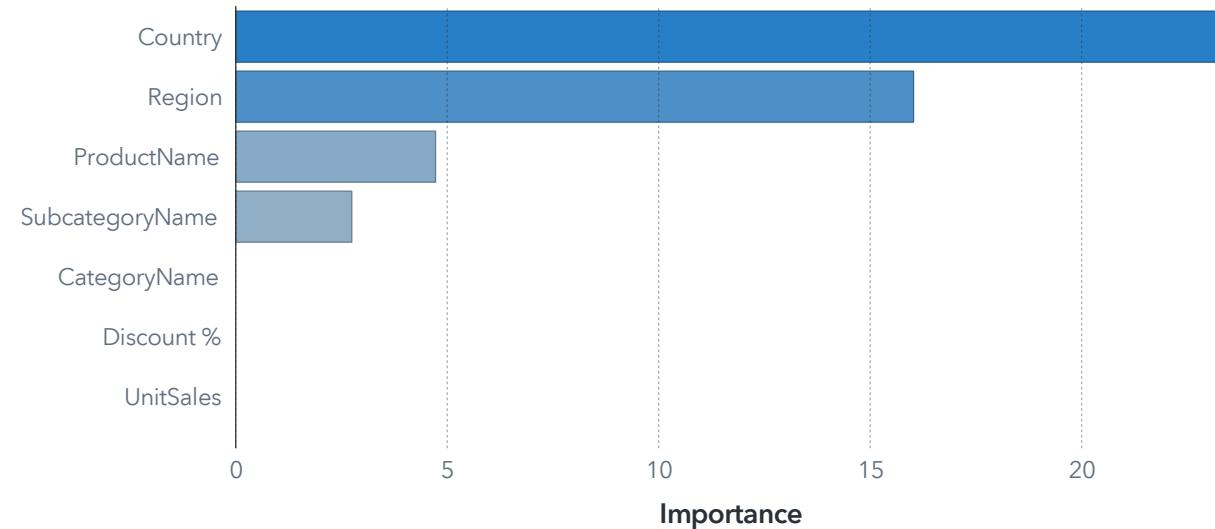
Gender Classification Decision Tree

Decision Tree **Gender** (event=M) KS (Youden) **0.0342** Observations Used **29,999**

Tree

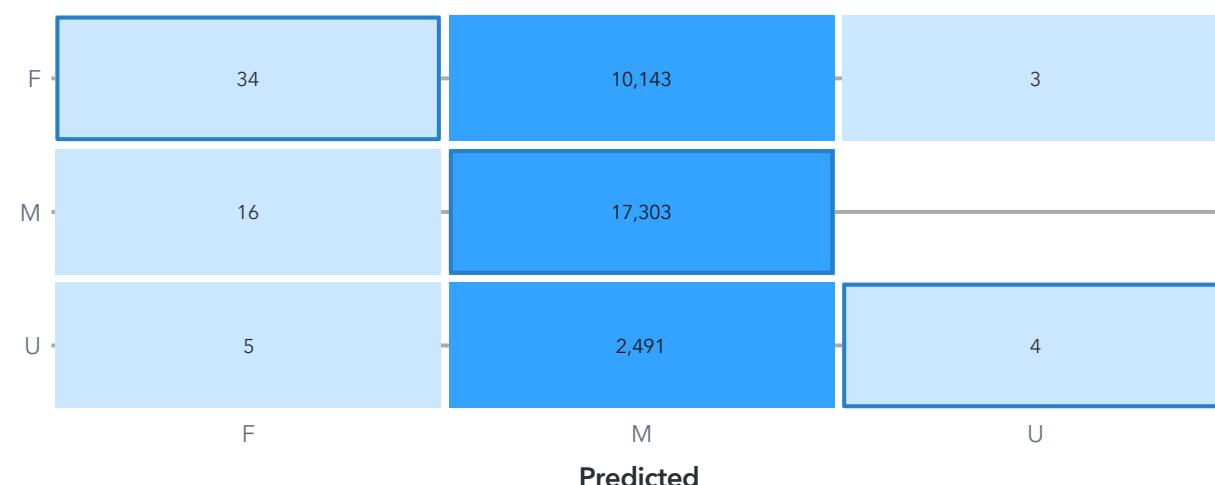


Variable Importance



Confusion Matrix

Observed

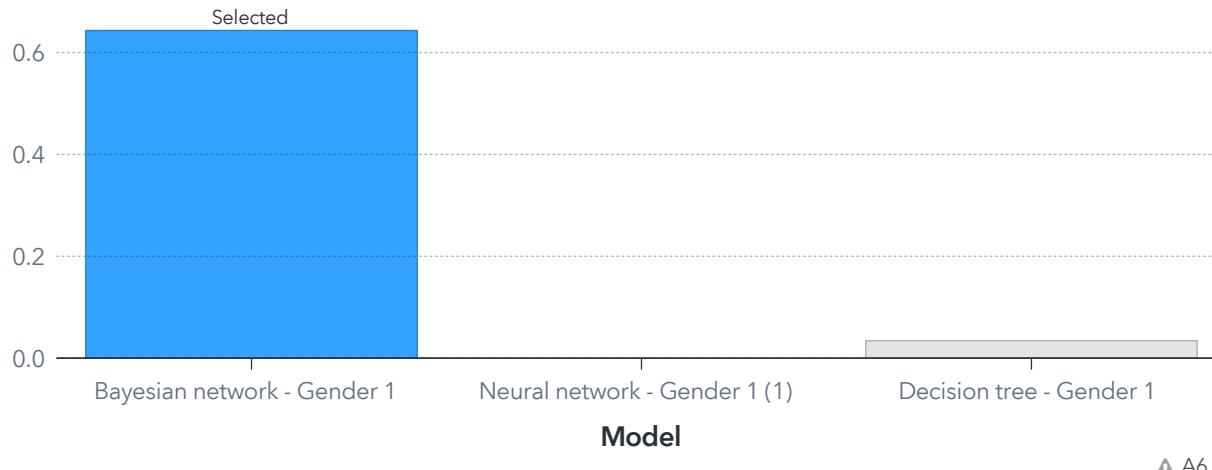


Best Model

Model Comparison **Gender** (event=M)

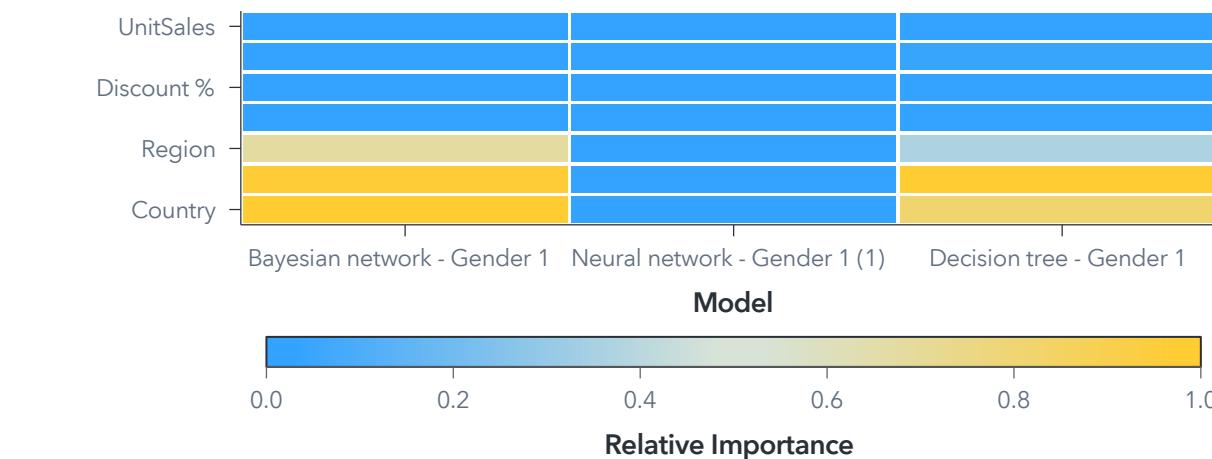
Fit Statistic

KS (Youden)



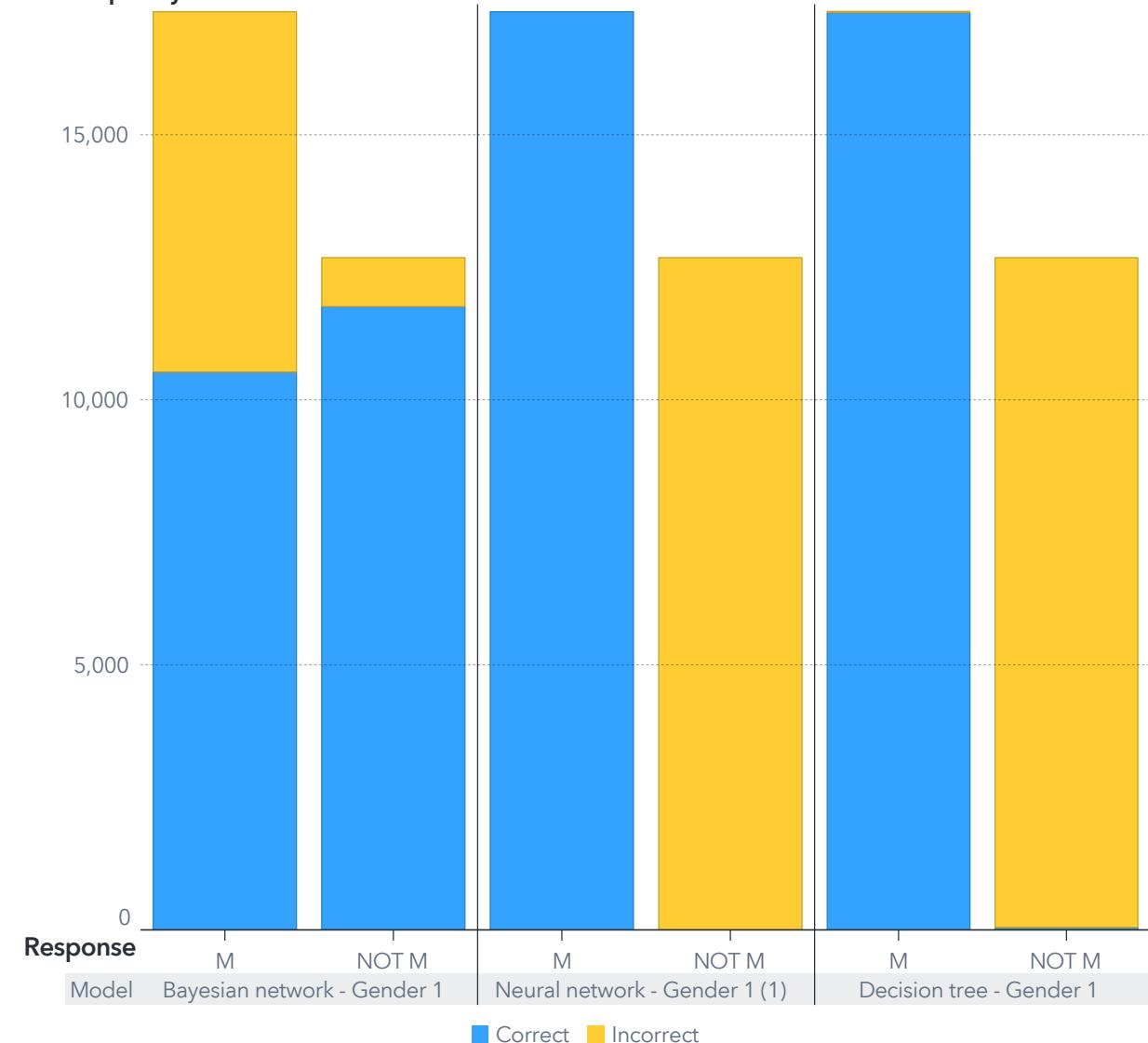
Relative Importance

Variable



Misclassification

Frequency



Predictions

What values for the most important factors should be used to predict?

SubcategoryName

Appliances

ShippingCost

9.509

CategoryName

Furniture Office Supplies

Market

EU

Region

Central

OrderPriority

Medium

ShipMode

Standard Class

OrderQuantity

2

CustomerKey

9043

Discount %

0

What is the prediction for UnitSales?

\$157

The predicted UnitSales for this case is 97.34% higher than the observed average UnitSales of \$79. Most observations (86.49%) have a lower UnitSales than this predicted case. The prediction is based on an automatically selected Gradient Boosting model.

Appendix

A1.1 Kontribusi Terhadap Pendapatan dan Biaya

A1.2 Jenis Furnitur Populer

Warnings:

Some regions in the map have multiple classification values. Only the first value is displayed.

No matches were found for supplied geography data items: Bolivia, Cote d'Ivoire, Democratic Republic of the Congo, Guinea-Bissau, Hong Kong, Myanmar (Burma), Republic of the Congo, Russia, Venezuela, Vietnam

A2.1 Hari Terlaris

Filters:

(Year BetweenInclusive(2017; 2020)) AND Year NotMissing

A2.2 Sales Tahunan

Filters:

(Year BetweenInclusive(2017; 2020)) AND Year NotMissing

A2.3 UnitSales, Discount % by SubcategoryName

Filters:

(Year BetweenInclusive(2017; 2020)) AND Year NotMissing

A3.1 Pengunjung Membeli Berdasarkan Periode Click Mereka

Display Rules:

periode_id

abc Buy greater than 5

A4.1 Prediksi Sales & Shipping Cost 1 Bulan Mendatang

Filters:

(OrderDate BetweenInclusive(01/01/2020; 12/31/2020)) OR OrderDate Missing

A4.2 UnitSales, OrderQuantity by Month

Filters:

(Year BetweenInclusive(2017; 2020)) AND Year NotMissing

A5.1 Sub Kategori Produk yang Dibeli Customer Bersamaan

Warnings: One or more paths that tied for the ranking are not shown.
An artificial sequence order was generated for 230 paths that contains simultaneous events.

A5.2 Minat Customer Terhadap Prioritas Order

Warnings: An artificial sequence order was generated for 8 paths that contains simultaneous events.

Filters: PathStartsWith(OrderPriority; 'Medium') OR PathStartsWith(OrderPriority; 'High')

A6.1 Fit Statistic

Warnings: Neural network - Gender 1 (1): One or more of the neuron layers has too many neurons to display and has been truncated.

A6.2 Relative Importance

Warnings: Neural network - Gender 1 (1): One or more of the neuron layers has too many neurons to display and has been truncated.