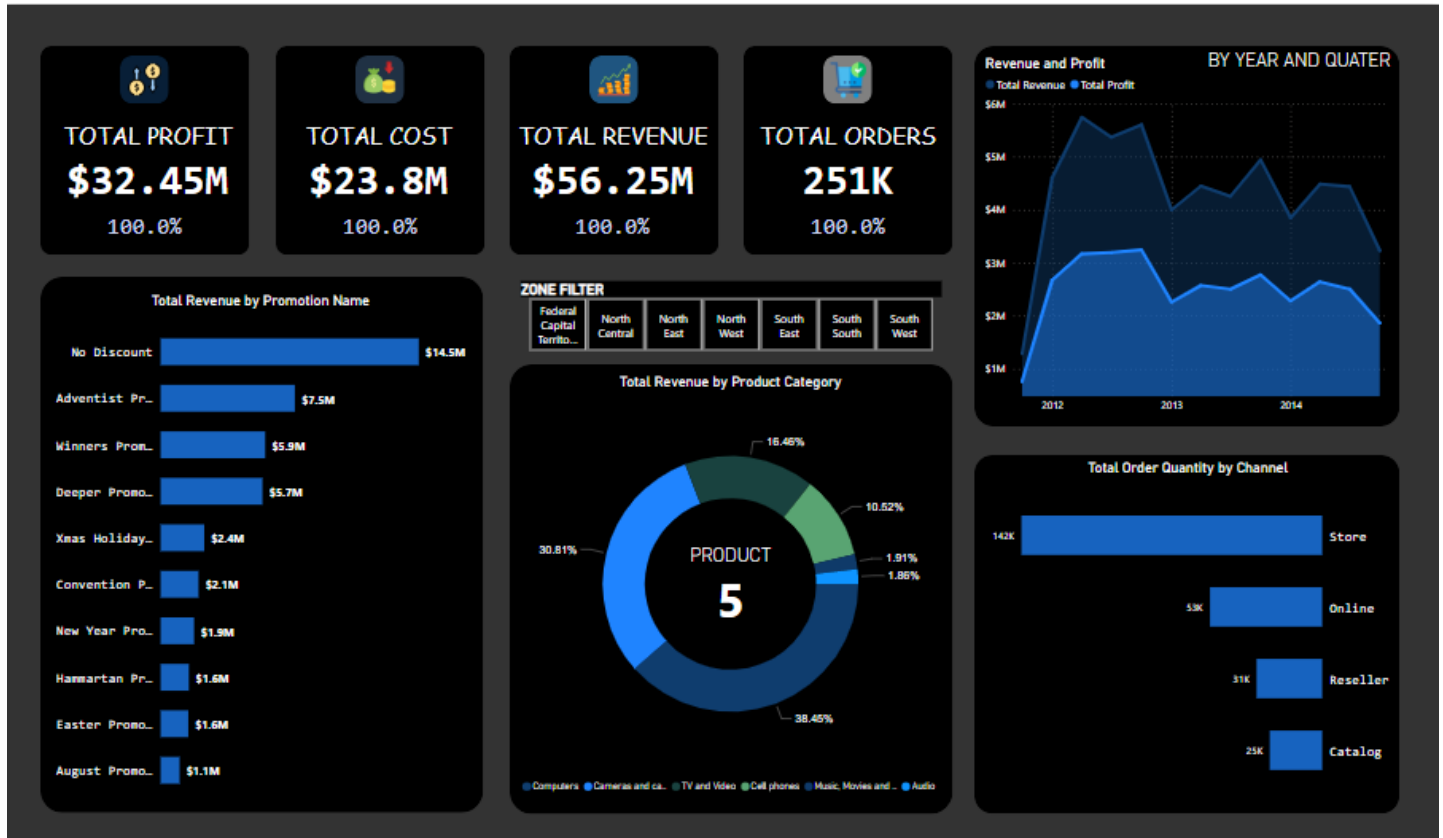


REPORT EXPLAINING THE DASHBOARD IN DETAILS

I had the opportunity to work on a project that is aimed at understanding the flow of cash per Geopolitical zone for a gadget store. Utilizing Power Bi, I created an interactive dashboard that allowed me to dive deep into the data and uncover insights that were hidden.



The data gotten was from a period of 2012 to 2014, and within that time frame (the organization name wasn't included in the data so I will call it 'Unik stores') Unik stores made a total revenue of \$56.25 Million from a total of about 251,000 orders. This data also contained promotions carried out by Unik stores, most customers didn't participate in the Promotions for discounted price and those group of individuals that did not participate in the promotions for discounted prices brought in roughly \$14.5 Million in revenue.

Unik Stores has 5 different categories for their products; 'Computers', 'Cameras and Camcorders', 'TV and Video', 'Cellphones', 'Music, Movies, and Audiobooks' and lastly 'Audio'. The 'Computers' category brought in the most in revenue totaling \$21.6 Million that's about 38.45% of the total revenue and a total 65,000 orders, following the 'Computers' category is the 'Camera and Camcorders' category which brought in roughly \$17.3 Million in revenue that is about 30.8% of the total revenue and a total of 44,000 orders. The Audio category had the least numbers of orders (9071 orders), as well as revenue (\$1.04 Million), but the 'Cellphones' category received the highest number of orders compared to other categories with a total of 96,000 orders.

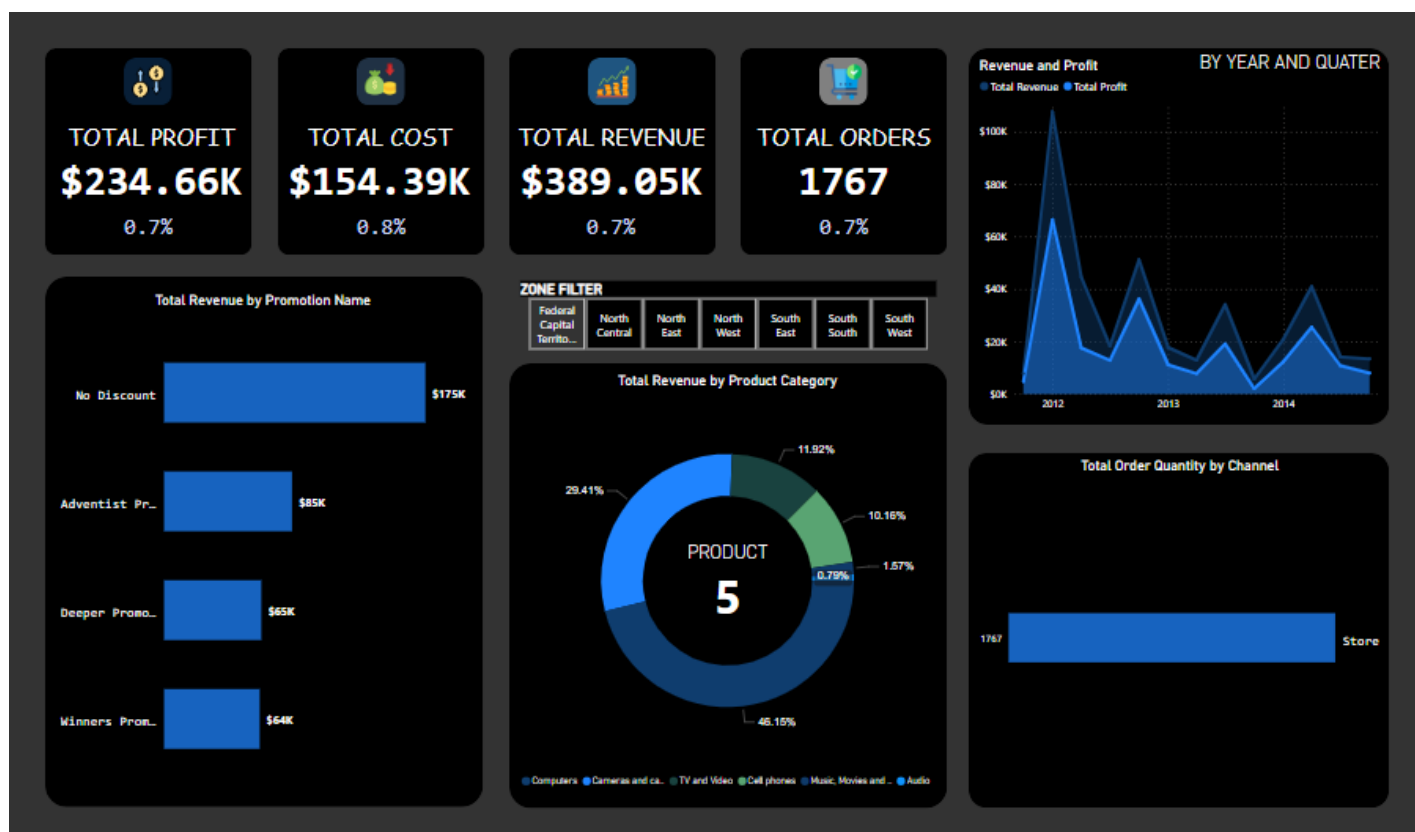
Further analysis showed that the total profit we made during that time frame was \$32.45 Million, and the all-time high according to the quarters of each year for both revenue generation and profit making was the second quarter of 2012 with

the revenue at \$5.7 Million, the profit at \$3.1 Million and also a total of 22,000 orders while the all-time low according to the quarters of each year for both revenue generation and profit making was the fourth quarter of 2014 with the revenue at \$3.2 Million, the profit at \$1.8 Million and a total of 19,000 orders for that quarter.

Out of the 251,000 orders made during that period the data showed that about 142,223 customers preferred to walk into the store to purchase their goods and the total revenue for walk-in customers was \$32.19 Million while the least favorable channel of order was the catalog method which brought in a total of \$5.06 Million in revenue with a total of 25,000 orders, we also have the online which brought in \$11.7 Million in revenue with a total of 53,000 orders and the Reseller method brought in a total of \$7.3 Million in revenue with a total of 31,000 orders.

Like I said earlier the actual purpose of this analysis was to understand the inflow of cash per geopolitical zones in the country, in the next segment I will be giving a summary on each Geopolitical zone;

FEDERAL CAPITAL TERRITORY



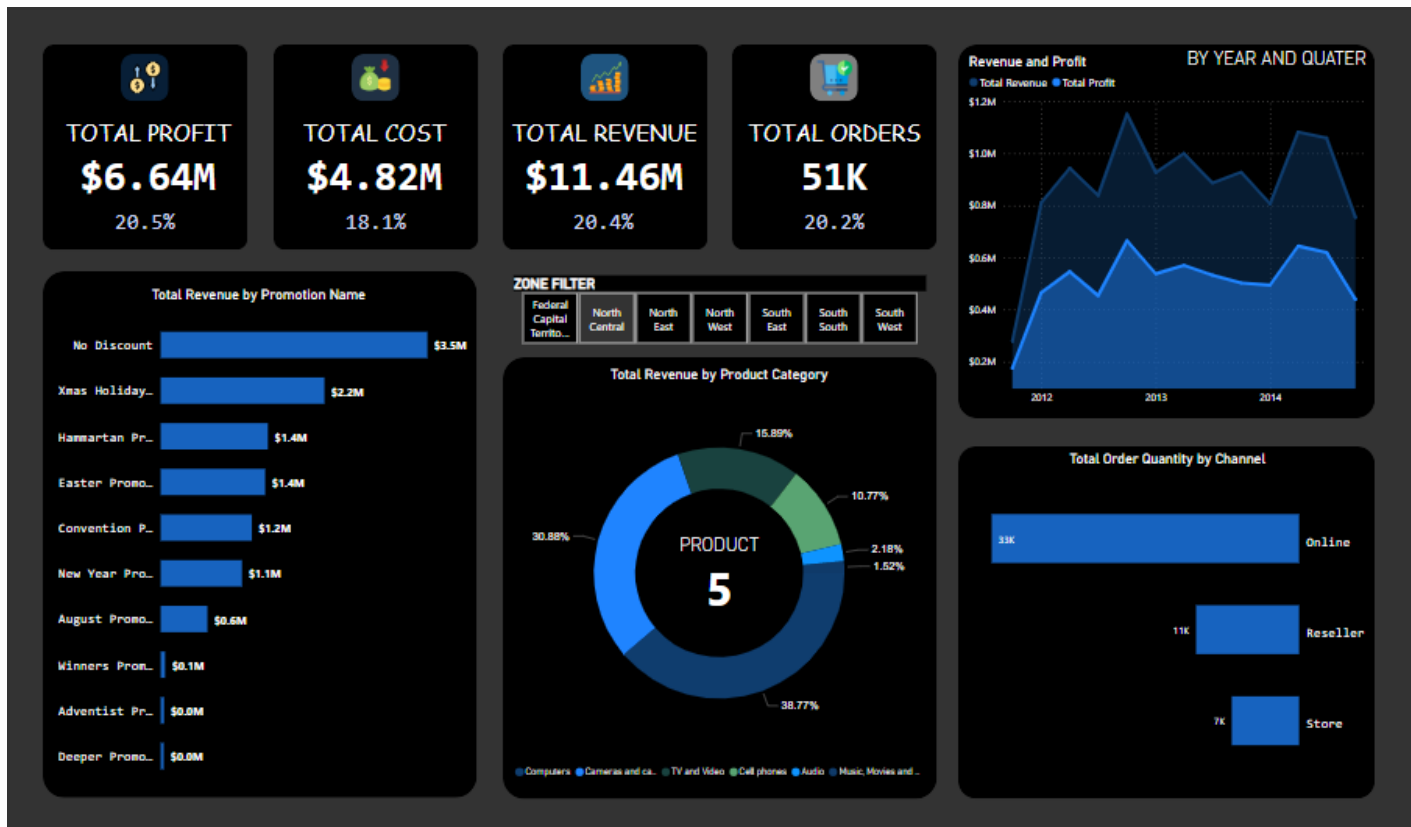
The total revenue from the Federal Capital Territory was about \$389,050 (that is 0.7% of the total revenue) from 1767 orders and they brought in a profit of \$234,660 (that is also 0.7% of the total profit), about 46.15% of the total revenue came from 'Camera and Camcorders' category that is exactly \$172,532.46, the data also showed that of the total orders (1767 orders) exactly 455 orders came from the 'Camera and Camcorders' category but the category that received the most orders was the 'Cellphones' category with an order of 744 with a revenue of \$39,510 and with a profit of \$24,530.

Out of the total revenue generated by the FCT (\$389,050), \$175,000 came from the 'No discount' promotion, it has been established that most of the revenue came from those that did not participate in the discount compared to how much each

promotion brought to the company. Further analysis showed that the all-time high for both revenue generation and profit making was the first quarter of 2012 with the revenue at \$107,522, the profit at \$66,443 with a total order of 160 for that quarter.

Finally all the 1767 orders that came in, 100% of the orders were walk-in customers that all decided to purchase their goods directly from the store.

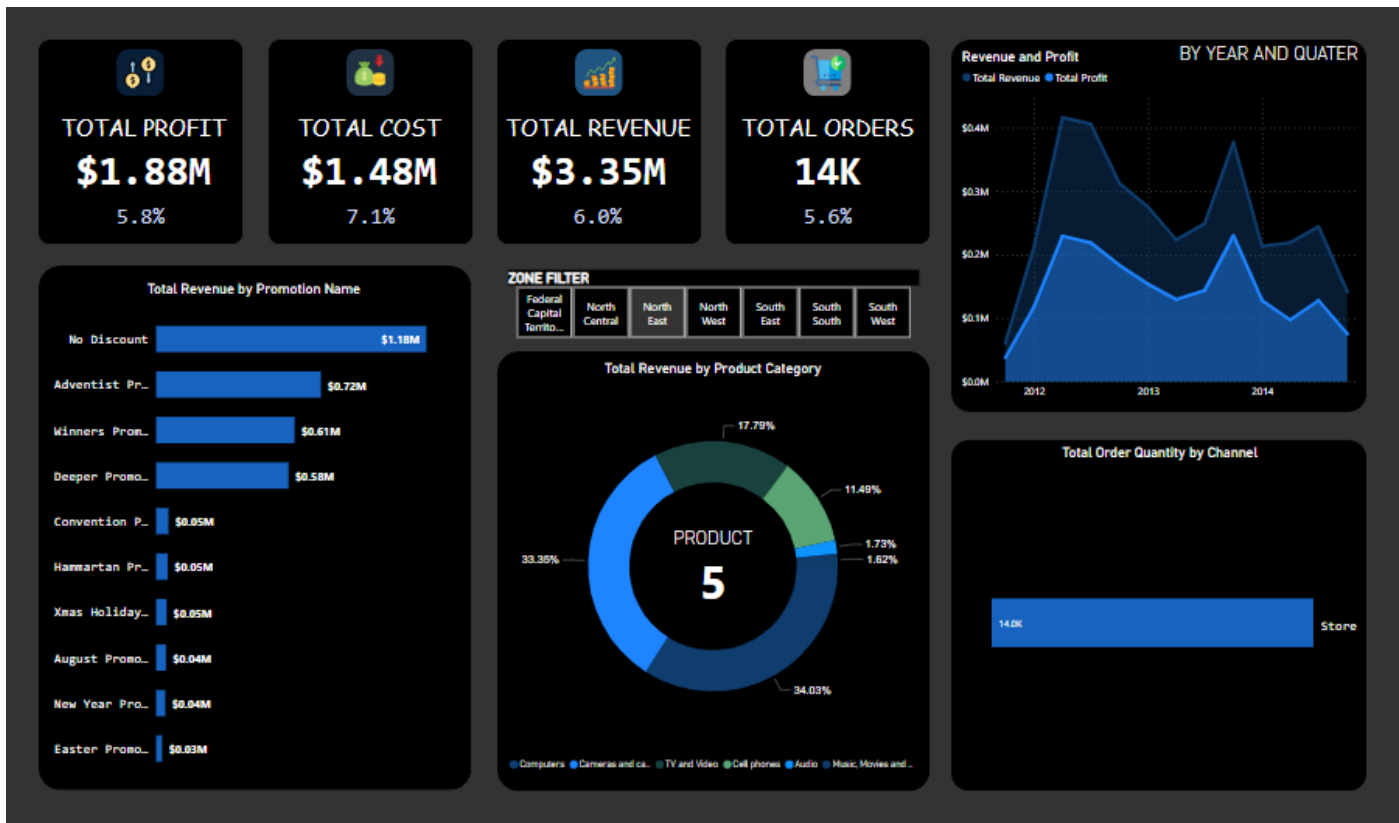
NORTH CENTRAL



In the North Central Geopolitical zone there was a total of 51,000 orders (20.2% of total orders), a total revenue of \$11.46 Million (20.4% of total revenue), cost of goods sold stood at \$4.82 Million (18.1% of the total cost of goods sold) and the profit made was \$6.64 Million (20.5% of the total generated profits), of the total revenue made \$3.5 Million came from those that had no interest in the discounts but, the all-time high was during the fourth quarter of 2012 with a total revenue of \$1.15 Million and a total of 4,288 orders, we noticed that the major income from the promotions made was \$735,106 and it came from the Christmas bonus promotion that was running at that time.

Out of the total 51,000 orders that were made from the North Central, most of the orders were made Online and it amounted to 33,000 orders that brought in a revenue of \$7.3 Million, in this geopolitical zone most people prefer ordering online as the orders that were made in the store amounted to just 7,133, as it stands our ‘Computers’ product category was “hot” in this zone bringing in a sweet revenue of \$4.44 Million (38.77% of the total revenue made in this zone) with a total of 14,000 orders made for just that product category, although the ‘Computers’ category brought in the most revenue, the ‘Cellphones’ category had the most orders with about 19,000 orders for that category alone.

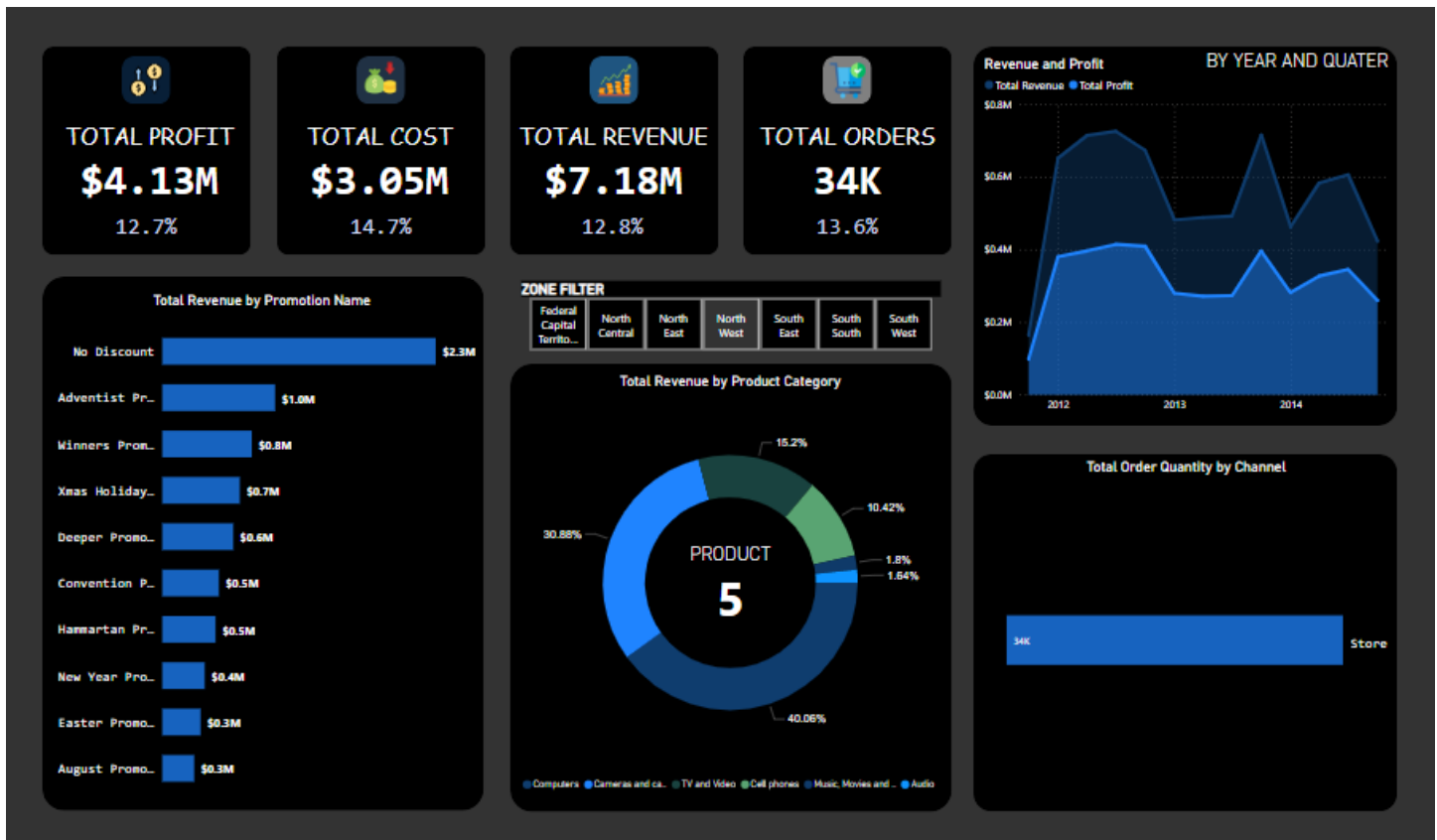
NORTH EAST



In the North east geopolitical zone there was a total of 14,000 orders (5.6% of total orders), a total revenue of \$3.35 Million (6.0% of total revenue), cost of goods sold stood at \$1.48 Million (7.1% of the total cost of goods sold) and the profit made was \$1.88 Million (5.8% of the total generated profits), also as in the North Central all of the orders were made by those that walked into the store for a purchase. Also, most of the revenue generated were from those that did not participate in any promotions but on the second quarter of 2012 which was the period where the most revenue was generated in that zone, the Adventist promotion also made rounds and brought in a total of \$102,394 compared to the No promotion buyers that brought in \$307,899 moving to the third quarter of that same year the 'Adventist promotion' made more (\$224,166) compared to the no promotion that made more the Adventist Promotion the quarter before.

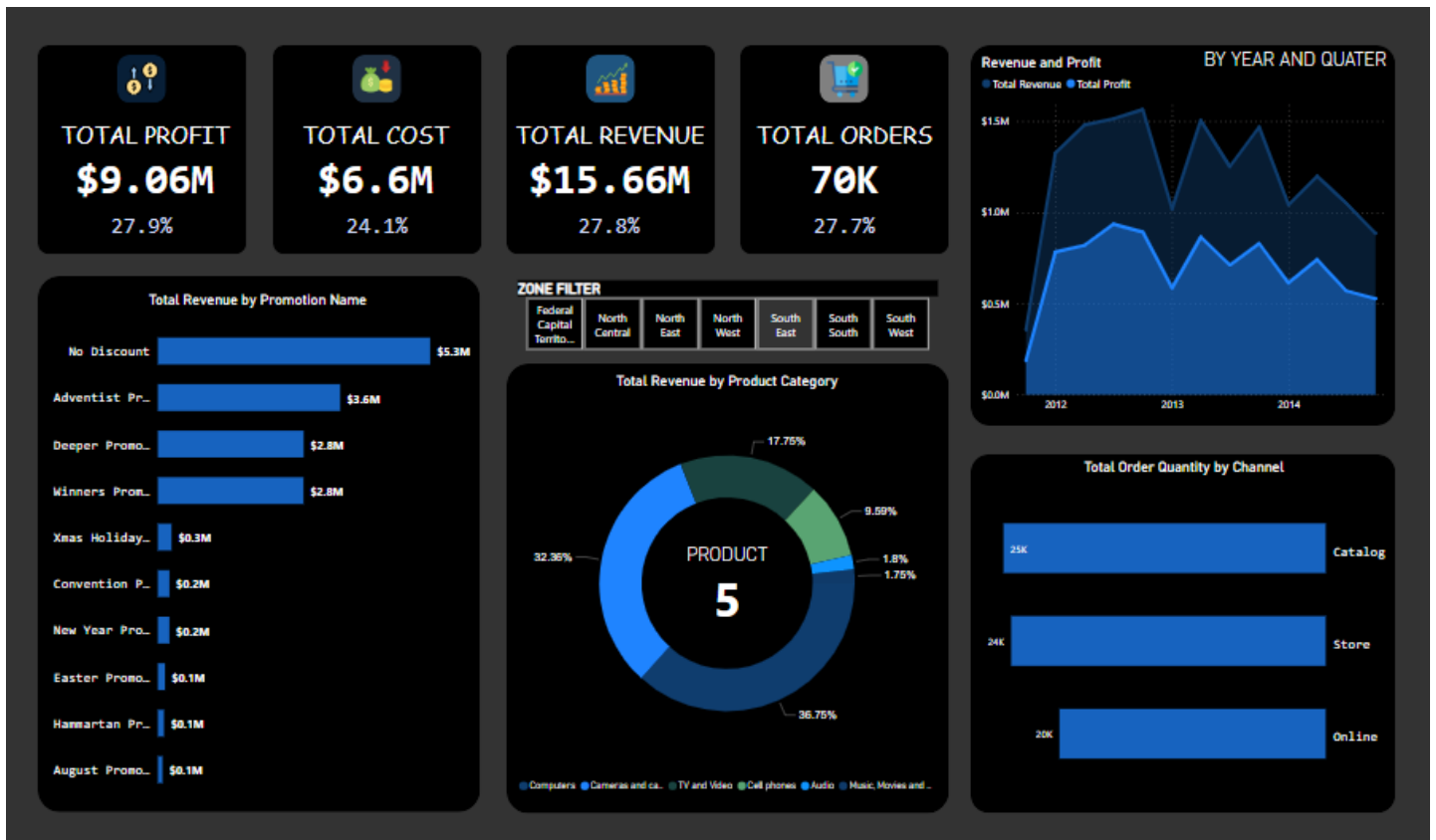
Further analysis also showed that the 'Computers' category under products brought in the most in terms of revenue and profit totaling \$1.14 Million (34.03%) and \$636,360 respectively.

NORTH WEST



In the North Central Geopolitical zone there was a total of 34,000 orders (13.6% of total orders), a total revenue of \$7.18 Million (12.8% of total revenue), cost of goods sold stood at \$3.05 Million (14.7% of the total cost of goods sold) and the profit made was \$4.13 Million (12.7% of the total generated profits). The first thing we notice is that all the orders that were made during this time period were from customers that prefer to walk into the store to make orders, and the most orders were placed for the 'Cellphones' product category with a total of 14,000 orders and a revenue of \$748,150 (10.42%) generated but the product that generated the most in revenue was the 'Computers' category generating 40.06% of the total revenue for this Zone amounting to \$2.88 Million. The 'No discount' customers generated the most revenue (\$2.3 Million) from the promotions made, the all-time high was in the third quarter in 2012 with a revenue of \$725,152, with \$268,972 coming from the 'No Promotion' customers and \$264,643 coming from customers that participated in the 'Adventist Promotion'.

SOUTH EAST

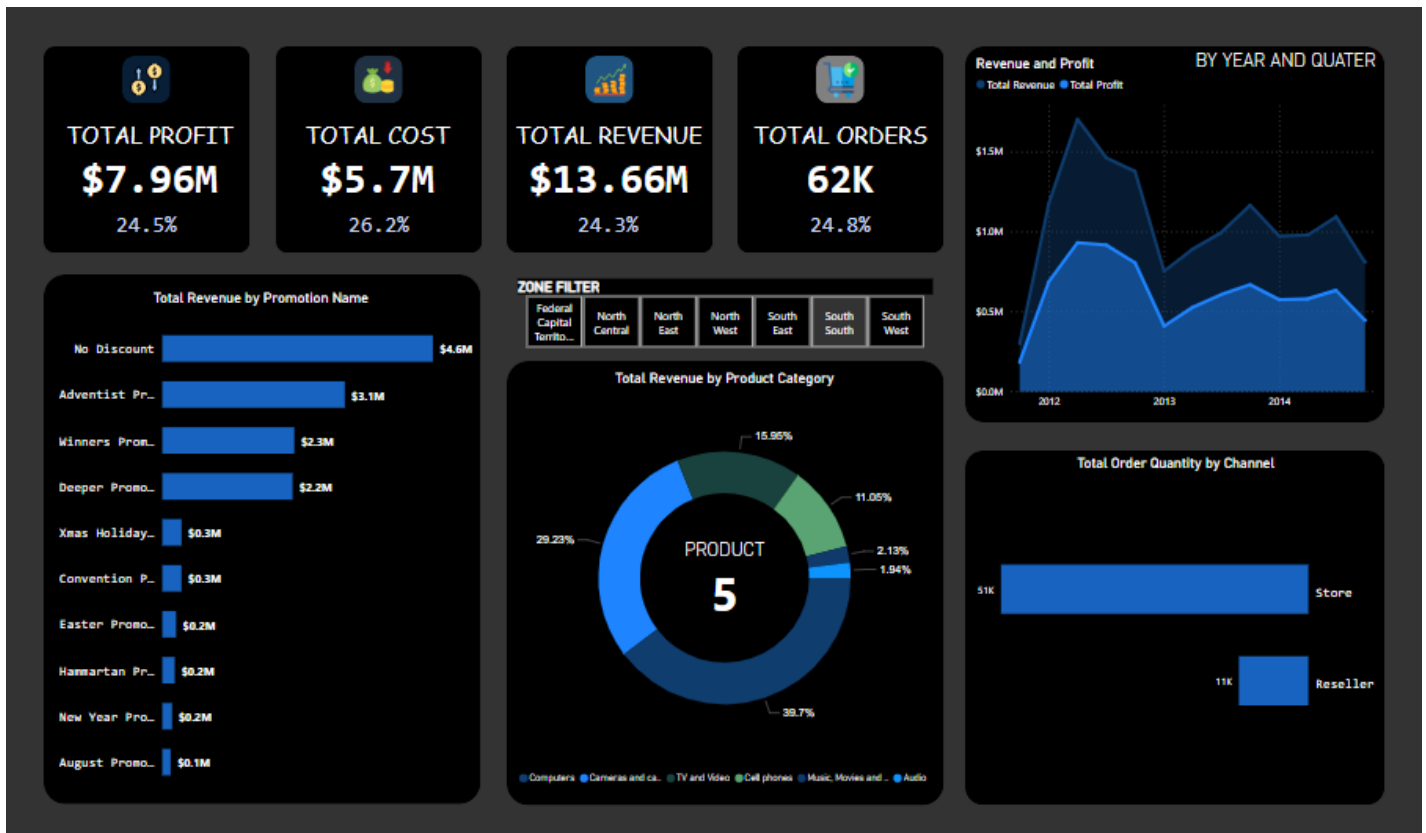


In the South east geopolitical zone we made a total revenue of \$15.66 Million (27.8% of the total revenue), Cost of goods sold was about \$6.6 Million (24.1% of the total cost), total profit made in the zone was \$9.06 Million (27.9% of the total profit) all from a total of 70,000 orders (27.7% of total orders made). In this zone customers preferred to buy their goods through the catalog channel (25,000 orders) that generated a revenue of \$5.06 Million compared to the walk-in customers that made a total of \$6.2 Million in revenue from only 24,000 orders, with lesser orders they (the walk-in customers) made more than the Catalog customers with a difference of roughly \$1.14 Million in revenue.

The fourth quarter of 2012 was the all-time high in terms of revenue (\$1.56 Million) and profit (\$891,990) for this particular zone, during this quarter the 'Winners Promotion' brought in the most in terms of revenue (\$1.096 Million) compared to other promotions that brought in lesser than that particular promotion.

We currently have 5 Product categories that all our products are divided into, amongst the 5 categories, in this particular zone the 'Computers' category brought in the most in terms of revenue that is about \$5.75 Million which is about 36.75% of the total revenue for that zone.

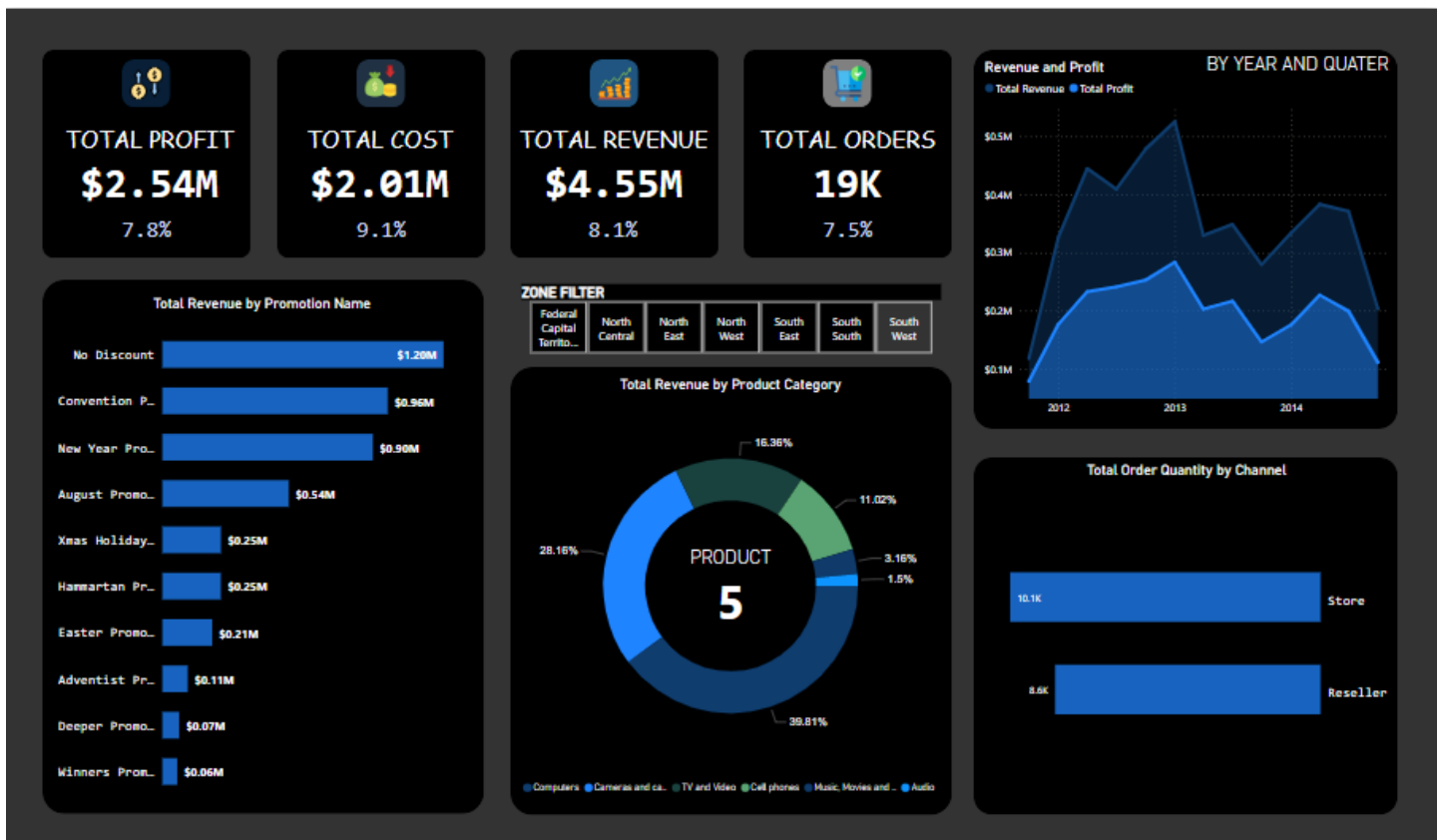
SOUTH SOUTH



In the South-south geopolitical zone we recorded a whopping amount of \$13.66 Million (24.3%) for revenue, \$5.7 Million (26.2%) for total cost of goods sold and a profit of about \$7.96 Million all from a total order of 62,000 orders for that geopolitical zone, out of the 62,000 orders 51,000 came from customers who walked into the store to make their orders that amounted to about \$11.1 Million in revenue. Also, the 'Computers' category brought in about 39.7% of the total revenue which amounts to \$5.45 Million.

The all-time high for this zone was in the second Quarter of 2012 with a generated revenue of \$1.7 Million and a profit of \$929,210 from a total of 6,262 orders and during this period two promotions were running the 'Adventist Promotion' which generated \$464,984 in revenue and the 'Easter Promotion' which generated \$68,621 in revenue, but during those 2 promotion the most revenue was generated from customers that did not participate in the Promotion, the generated revenue was about \$1.2 Million.

SOUTH WEST



In the South West geopolitical zone we recorded about \$4.55 Million (8.1% of total revenue), \$2.01 Million (9.1% of total Cost of goods sold) for total cost of goods sold and a profit of \$2.54 Million (7.8% from total profit made) all from an order of 19,000 orders for that geopolitical zone, of all 19,000 orders about 10,100 orders came from those that came in person to buy goods from the store that brought in about \$1.4 Million in profit for that particular zone, the all-time high for the time frame of this dataset for this particular zone was the first quarter of 2013 with the 'New Year Promotion' bringing about \$415,032 in revenue from the total \$525,300 that was generated in that quarter.

The 'Computers' category brought in the most in terms of profit and revenue compared to the order product category with the profit at \$996,430 and revenue generated was \$1.81 Million that's about 39.81% of the total revenue generated for that Zone.

SUMMARY

- This data showed that of all 4 order channels the 'Store' channel received the most compared to other channels with a total of 142,000 orders and about \$32.19 Million generated in revenue.
- Even with the 'Computers' category generating the most in revenue (\$21.63 Million) with a total of 69,000 orders, compared to other categories the 'Cellphones' category sold more with a total of 96,000 recorded orders but had a lower revenue (\$5.92 Million) compared to the 'Computers'.

- Most customers purchased more goods during the times that promotions were not actively running bringing in a revenue of about \$14.5 Million for that time frame.
- The year 2012 was the best year for this business based on the data received, with a generated revenue of \$21.32 Million and a profit of \$12.28 Million, during that period they received a total of 81,000 orders most from the 'Camera and Camcorders' product category generating \$7.6 Million in revenue that is about 13.53%.
- Of all the Geopolitical Zones the South East made the most profits with about \$9.06 Million in profits about 27.9% of the total profit, while the FCT made the least profits of about \$234,660 that's less than 1% of the total profit made by Unik Stores.

RECOMMENDATION

- Since the Cellphones product category has a lot of orders I would recommend to Unik stores to create a promotion targeted at Cellphones itself to boost revenue.
- I would also suggest an increase of marketing activities either by Ads or other platforms to increase revenue from Zones that generate low revenue like the North East and the South West because those two generated less than 10% of the total revenue recorded.
- Also promoting their online channel of placing orders, by adding a delivery discount to all orders made on specific dates or for first time customers.
- Introduction of other channels of ordering to other Geopolitical zones will increase revenue also, the North West and North east uses only the walk in channel of placing orders, introduction of an online delivery channel would boost revenue in those zones.