Big Data & Analytics

"Data Visualization"
Assignment

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Dashboard Link:

Question 1.

Which market had the most consistent average discount percentage over 4 years?
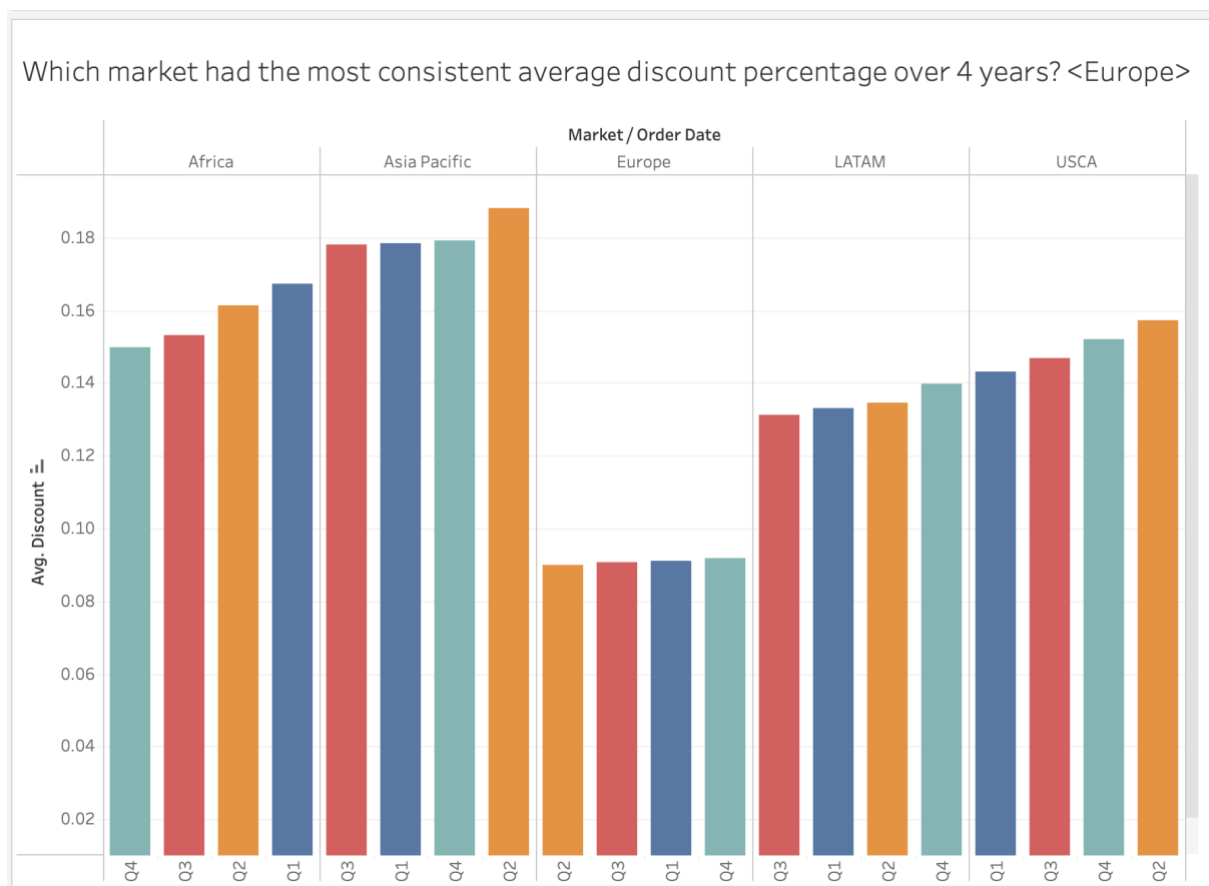
Answer: <Europe>

Filter: no

Columns: Market, Order Date (Quarter),

Rows: Discount (Average).

Marks: Order Date QUARTER (color)

Brief analysis: The table represents average discount per every year in each Market: Africa, Asia Pacific, Europe, LATAM, USCA. Every market has discount increase, except Europe.

Question 2.

Which region had the biggest sales in each year?

Answer: <Western Europe>

Filter: no

Columns: Category, Order date (Year),

Rows: Region.

Marks: Sales SUM (color, label)

Which region had the biggest sales in each year? <Western Europe>

Region	Furniture				Office Supplies				Technology			
	2012	2013	2014	2015	2012	2013	2014	2015	2012	2013	2014	2015
Central Asia	613	1,127	612	815	663	1,573	1,952	3,765	993	1,254	2,652	3,292
Canada	482	1,601	2,765	5,748	4,394	10,078	8,145	7,417	3,633	4,418	8,251	9,996
Eastern Africa	6,030	3,624	9,671	13,072	7,529	7,188	17,548	19,012	5,563	11,452	12,474	14,694
Southern Africa	2,662	5,253	7,210	9,952	6,969	5,020	7,503	9,303	6,142	5,228	20,515	19,434
Central Africa	7,713	3,722	13,577	11,583	6,127	9,821	11,729	17,668	13,847	17,343	18,587	11,913
Western Africa	4,848	7,595	13,230	13,933	10,802	9,957	16,347	18,691	13,424	11,314	20,359	33,379
North Africa	11,692	8,701	18,286	22,299	13,055	18,866	22,671	30,949	10,785	19,397	19,362	37,155
Eastern Europe	20,156	19,390	21,628	36,948	17,056	14,987	33,196	38,414	18,534	17,559	27,322	44,843
Caribbean	18,306	22,407	36,143	41,517	19,262	16,794	25,996	27,523	19,475	24,947	35,459	36,452
Western Asia	18,323	21,428	14,557	29,473	15,405	25,217	30,564	37,827	22,413	26,949	26,348	48,602
Southern US	26,968	24,104	27,921	38,255	25,959	31,253	28,596	39,894	50,919	16,003	37,022	44,828
Central US	32,903	35,541	50,742	44,506	37,008	25,513	45,824	58,786	33,927	41,821	50,863	43,805
South America	38,252	52,516	79,245	81,598	26,106	35,582	42,268	50,947	29,441	50,097	52,099	79,074
Southern Europe	25,661	31,826	41,159	51,807	37,883	51,215	71,040	82,300	24,936	37,997	67,072	85,699
Western US	49,981	56,976	73,820	71,658	52,949	37,893	47,478	82,713	44,954	45,098	65,679	96,262
Northern Europe	31,660	33,190	40,494	62,338	29,870	51,848	53,326	81,083	42,479	62,425	54,053	94,012
Eastern US	47,233	53,817	46,323	60,828	35,969	42,655	61,708	65,273	45,479	59,859	72,497	87,138
Eastern Asia	81,157	48,836	107,129	99,263	46,025	40,288	50,348	66,623	69,755	65,229	80,146	100,262
Southeastern Asia	46,206	56,304	82,364	128,512	45,556	51,972	60,971	82,786	58,300	77,887	81,795	111,770
Southern Asia	48,001	69,427	81,542	115,393	27,394	51,188	44,884	76,936	61,437	75,238	110,097	105,034
Oceania	67,241	100,519	115,748	126,961	43,081	59,785	80,070	98,778	61,097	89,762	120,453	136,691
Central America	86,005	89,809	113,410	152,764	54,320	69,292	94,327	101,504	93,931	103,290	129,194	135,255
Western Europe	83,992	111,111	120,053	158,693	112,333	127,191	154,320	207,599	96,189	158,874	165,005	236,569

Sales
482   236,569

Brief Analysis: Based on Category each Region has measures of sales per every year. The table shows volume of sales in every region. Thus, the biggest sales in each year were in Western Europe region.

Question 3.

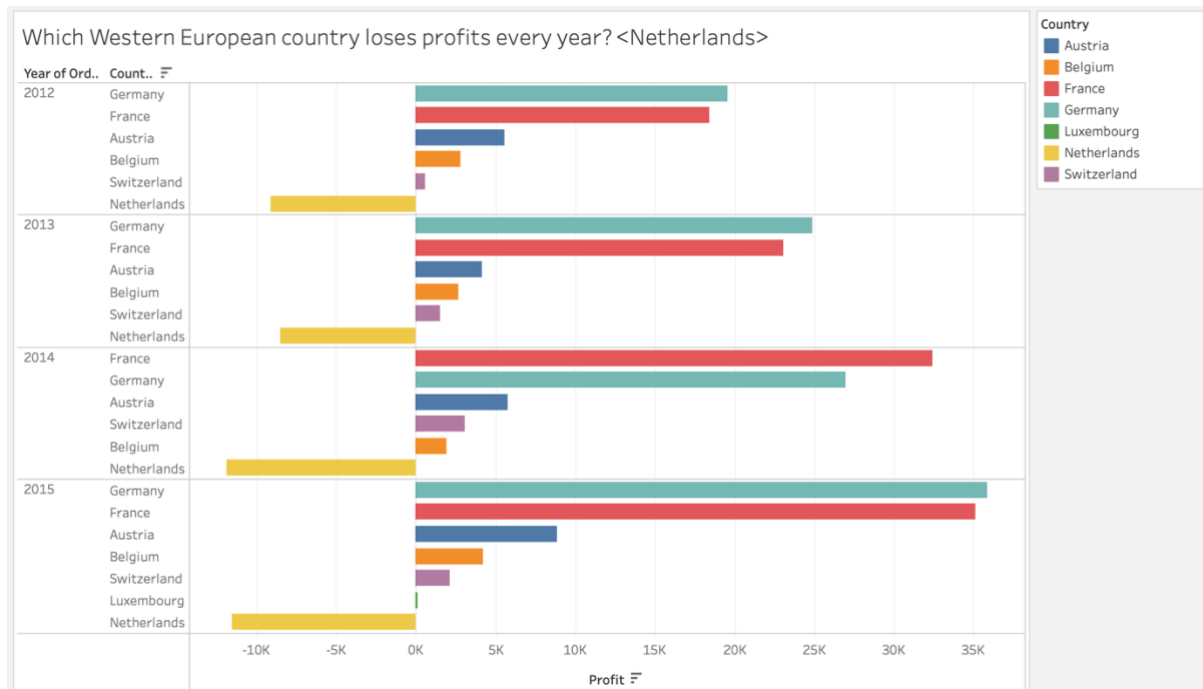Which Western European country loses profits every year?

Answer: <Netherlands>

Filter: yes, Region => Western Europe

Columns: Profit (Sum),

Rows: Order Date (Year), Country.

Marks: Country (color)

Brief Analysis: The table shows profit for Western Europe countries. Each country, even Luxembourg in 2015, has positive profit. As picture shows, there is country – Netherlands - with negative profit result.

Question 4.

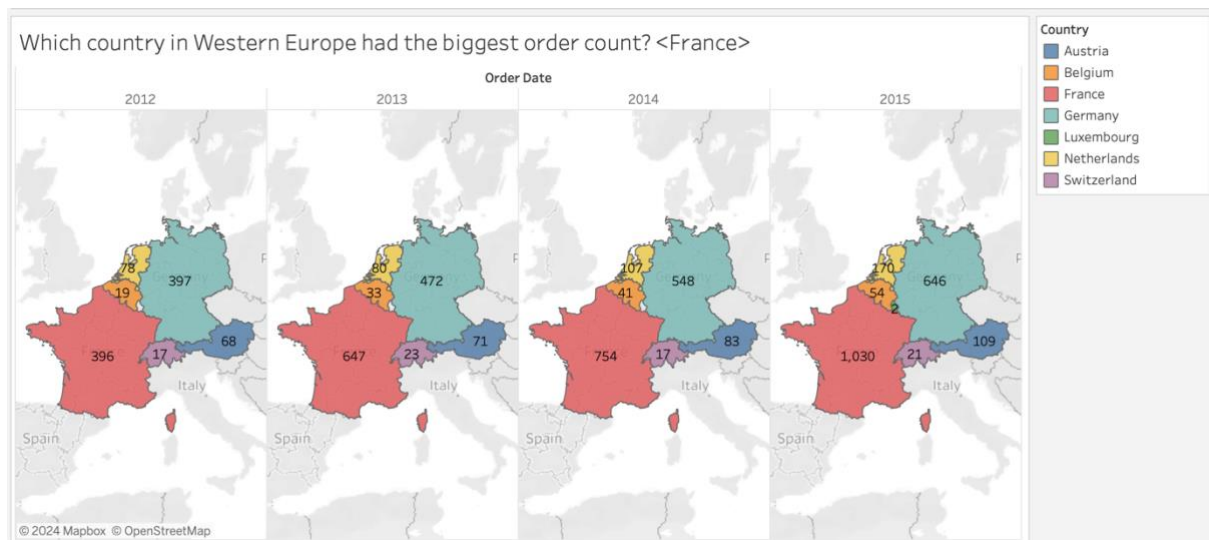Which country in Western Europe had the biggest order count?

Answer: <France>

Filter: yes, Region => Western Europe.

Columns: Order Date (Year), Longitude (generated), Rows: Latitude (generated).

Marks: Country (colour), Orders (continious).

Brief Analysis: In every year there are number of orders in each country in Western Europe. The biggest one order count is in France. The country has red color on the picture.