Utilizing Spreadsheets for Data Analytics

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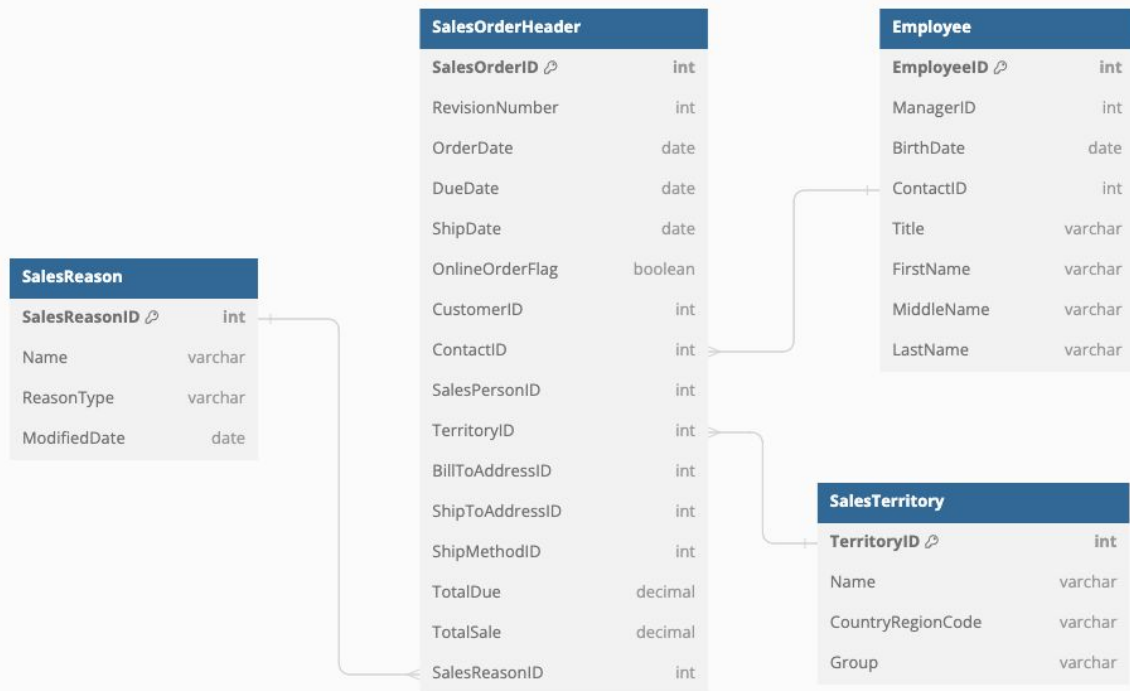
Project Overview

Relational Data Model

Objective of the Project

Task

- Business would like to see the **monthly sales** trend and evaluate **online vs non-online** orders
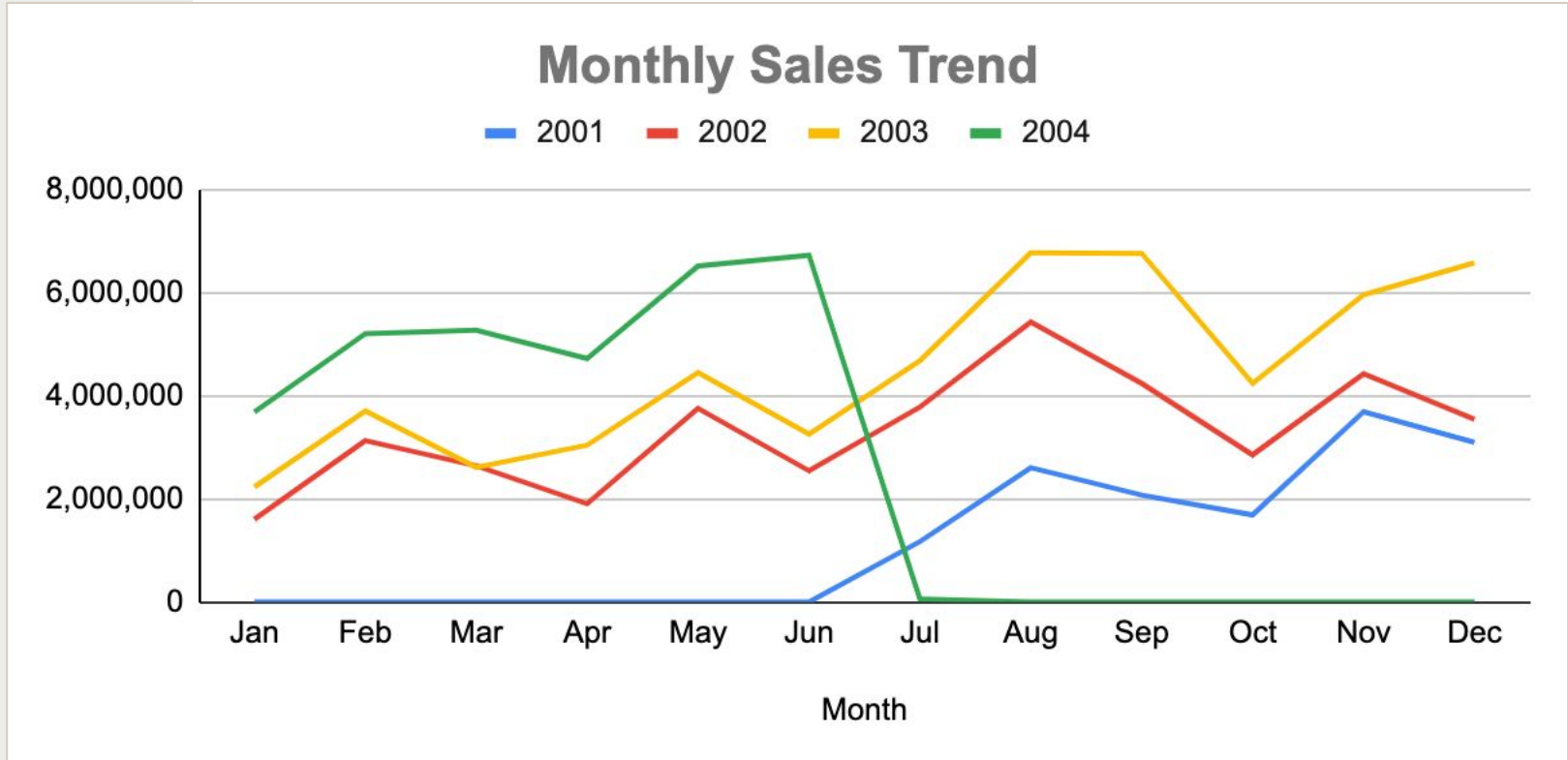- Suggest some **insights** for the business (eg. Top sales reasons)

Requirements

- **Pivot table, Vlookup, and at least 3 charts** should be used
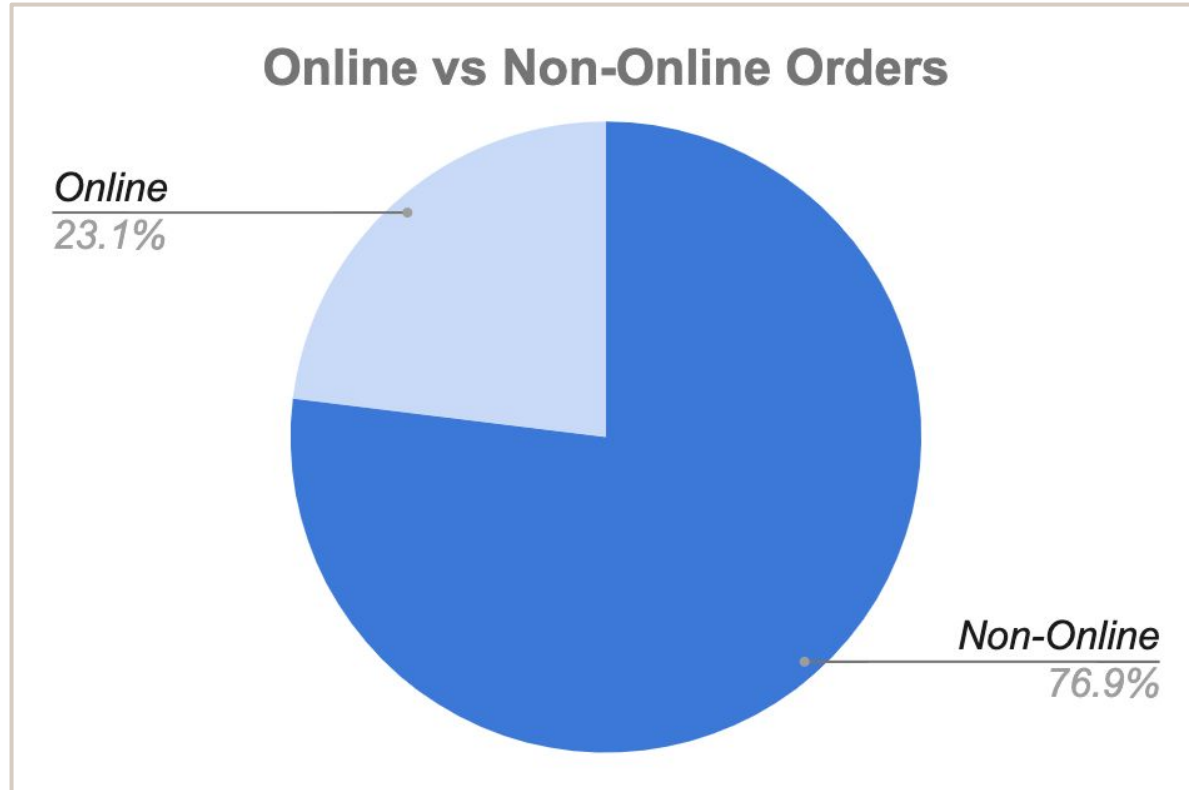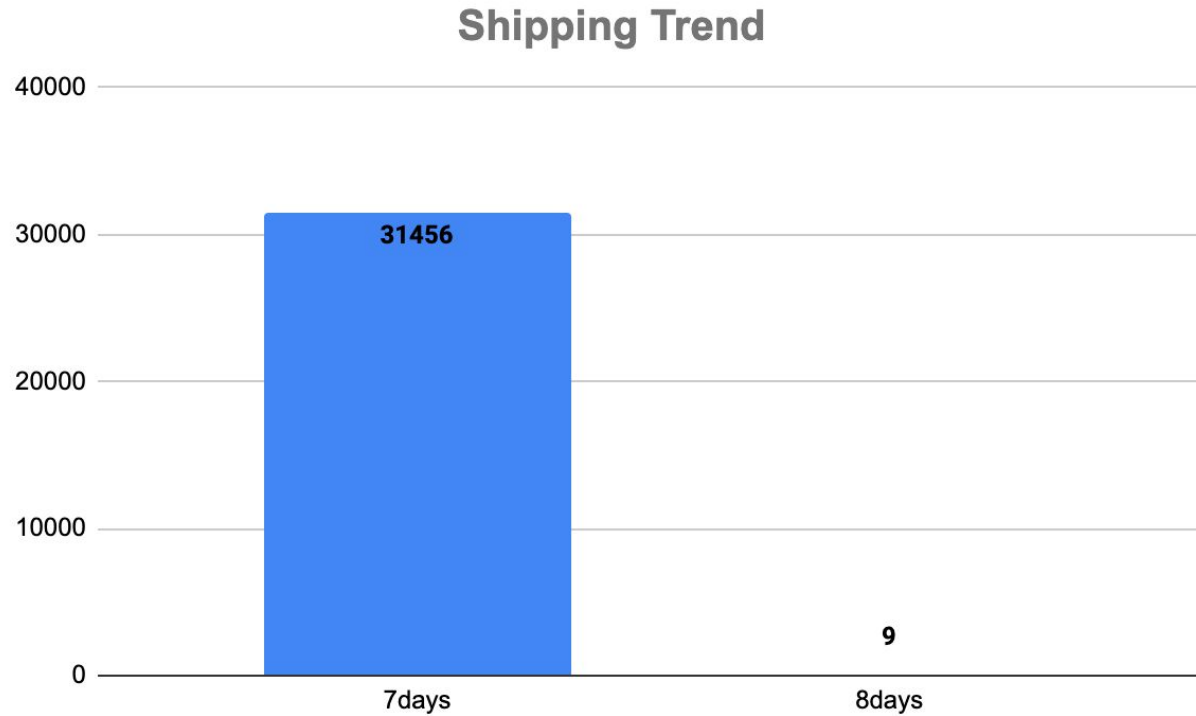- Approach to the problem with **analytical thinking**(method)
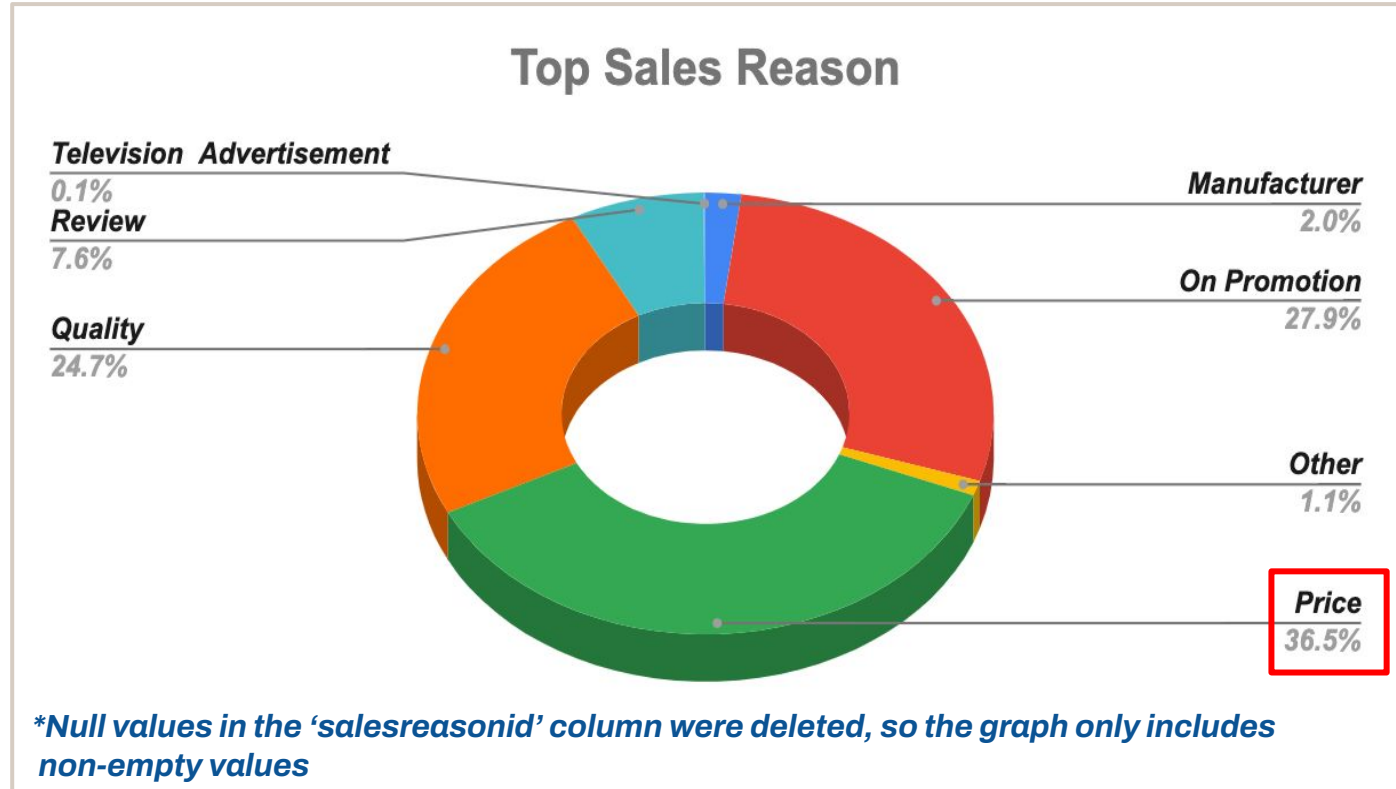
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Data Analysis

Monthly Sales Trend

Monthly Sales Trend

Legend: 2001, 2002, 2003, 2004

Online vs Non-online

Shipping Days Trend

Shipping Trend

Top Sales Reason

Top Sales Reason

- Television Advertisement 0.1%
- Review 7.6%
- Quality 24.7%
- Manufacturer 2.0%
- On Promotion 27.9%
- Other 1.1%
- Price 36.5%

Null values in the 'salesreasonid' column were deleted, so the graph only includes non-empty values

Top Sales Territory

Top Sales Person

TOP 5 Sales Person

Linda Mitchell
Jillian Carson
Michael Blythe
Jae Pak
Tsvi Reiter

0   5,000,000   10,000,000

Total Sales
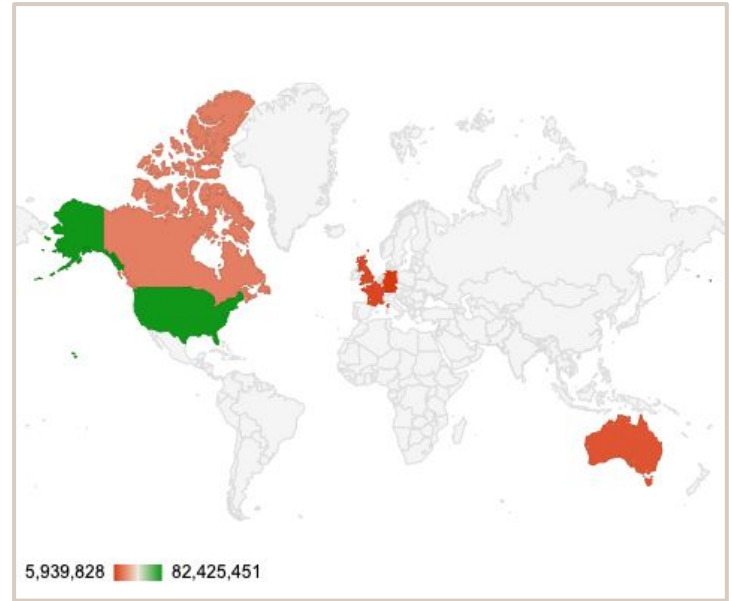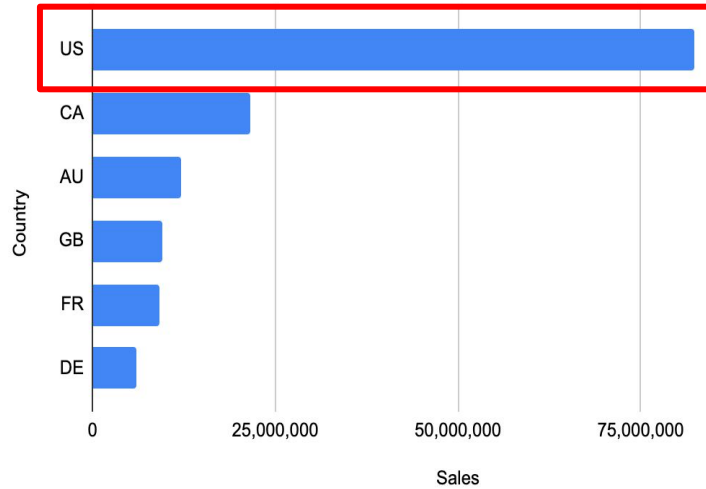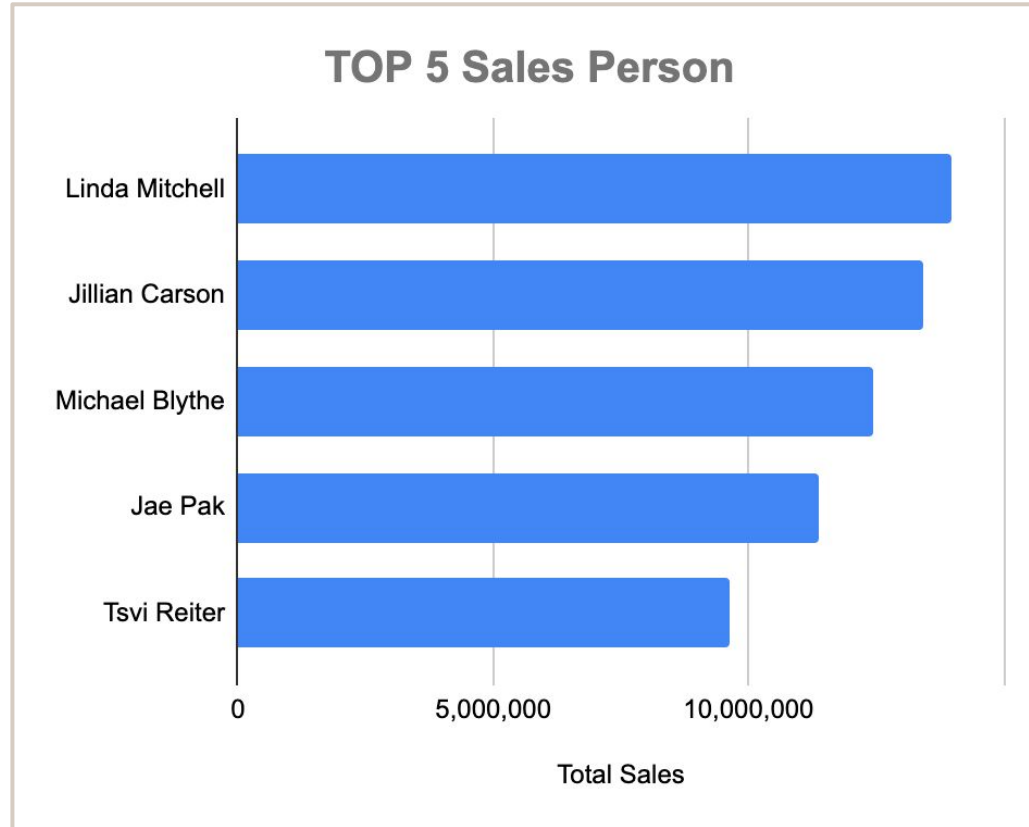
Additional Insights: Monthly Sales Growth Rate

Monthly Sales Growth Rate(%)
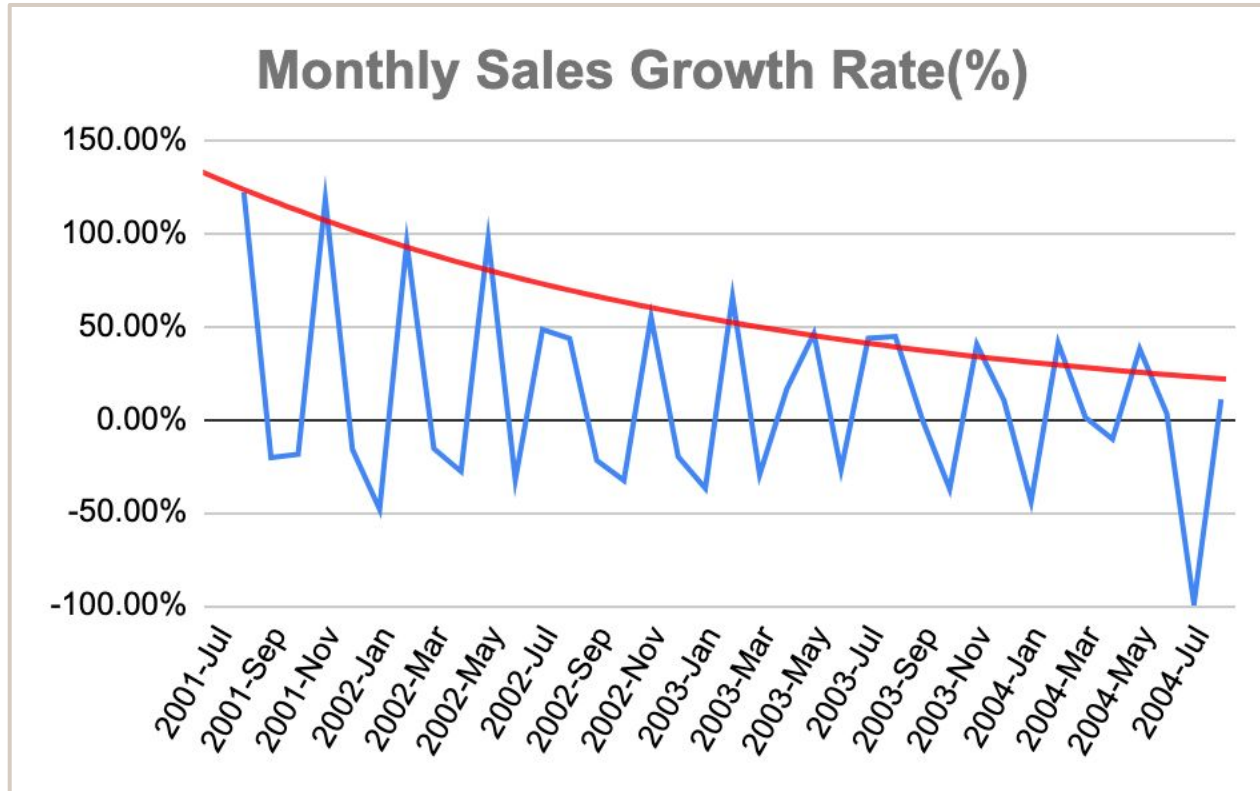
Sales Dashboard
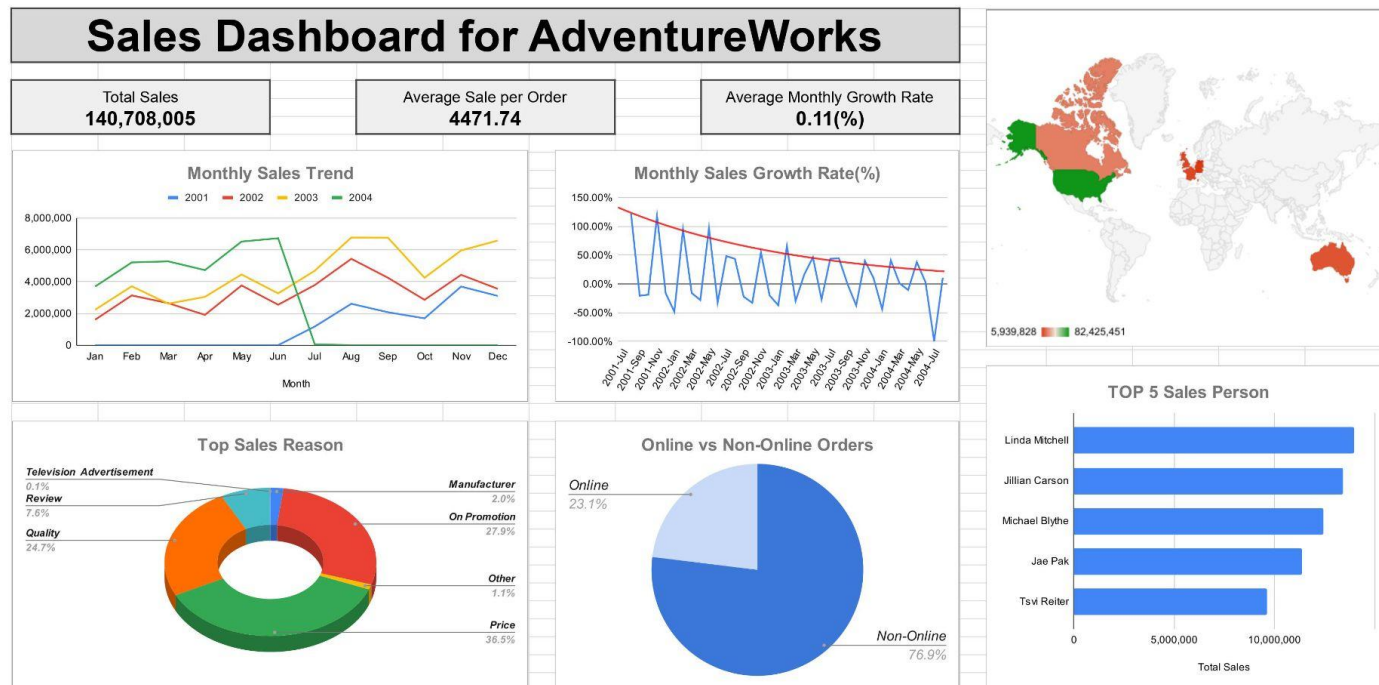
03

Business Recommendation

Focus on Online sales !

- As evidenced by the top sales reason, the biggest strength of AdventureWorks is its **pricing.** However, their average monthly sales growth rate is a mere 0.11%. Approximately 80% of transactions occur through non-online channels.

- Essentially, non-online transactions incur higher costs due to distribution and other factors. **By focusing on online transactions, they could maintain their strength in pricing while achieving a higher growth rate.**

Ačiū!