



Toy Factory

Case Study Report

This report examines the products and sales based on the product line in each continent. The report can be used by executives, marketing managers, and sales representatives to better understand products in the organisation. Observing the following pages, it is clear on which area we need focus to build up our new strategy.



Product Analysis

View details about the products sold by the factory, including information about product categories, the top 10 cities by revenue and gross profit, the number of orders of each product line grouped by facility continent along with order distribution cost.



Sales Analysis of each product line based on facility continent

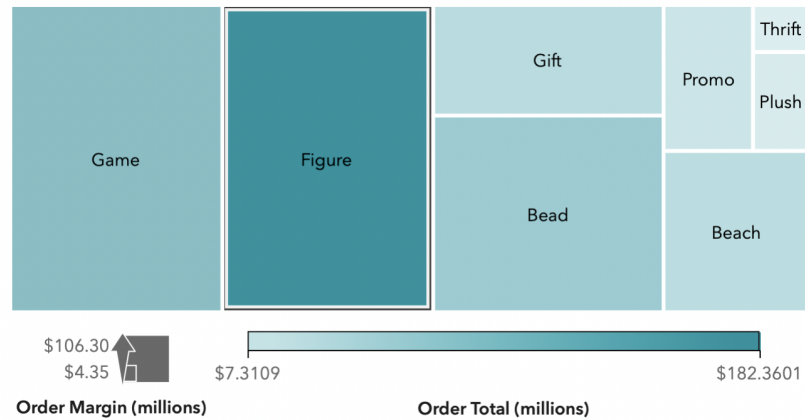
View details about the sales of the product lines in each continent, includes comparison of order total with order product cost and with order marketing cost, vendor satisfaction, Sales rep target and actual values.



Analysis of product make

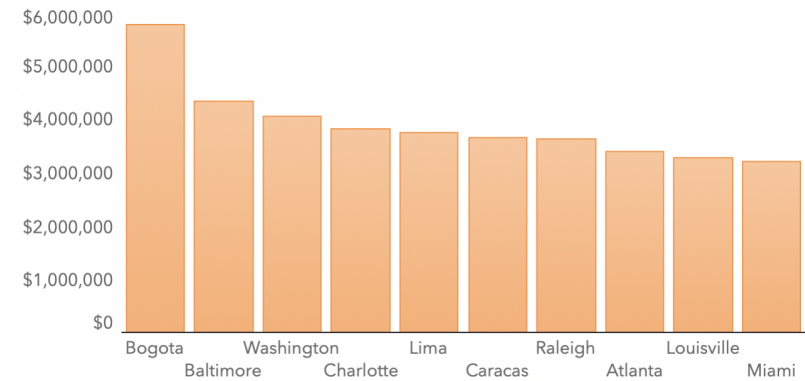
View details about the best performing product makes over the years based on the order total and market penetration.

Order Margin and Order Total by Product Line

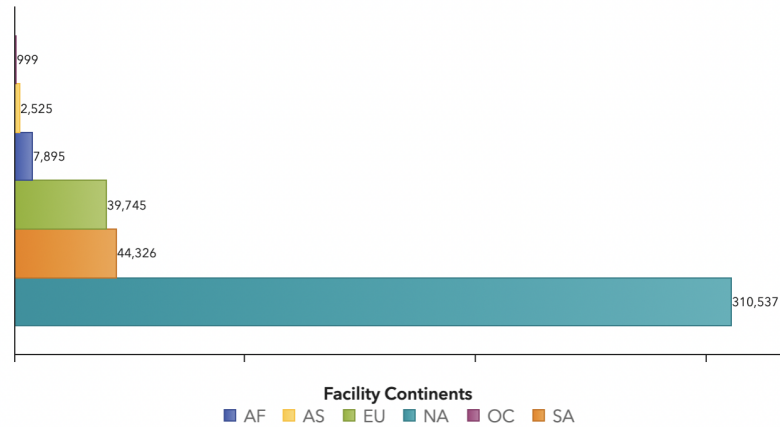


< Gross Profit (1) Revenue >

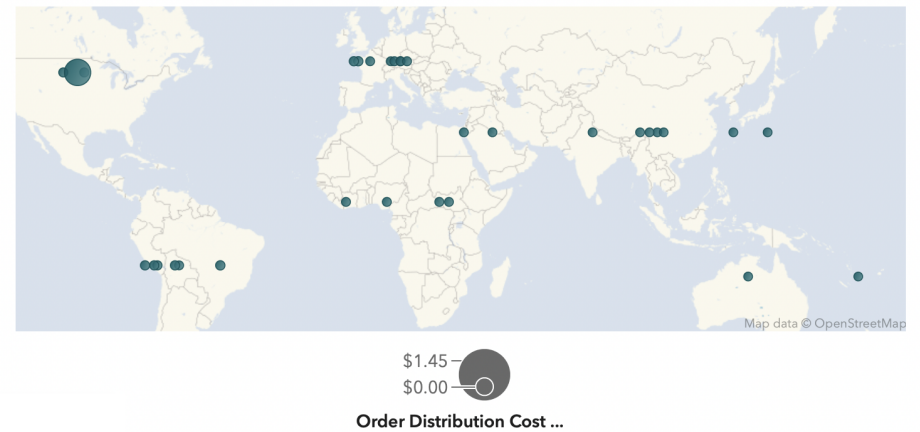
Top 10 cities by Revenue



Frequency of Product line by Facility Continents

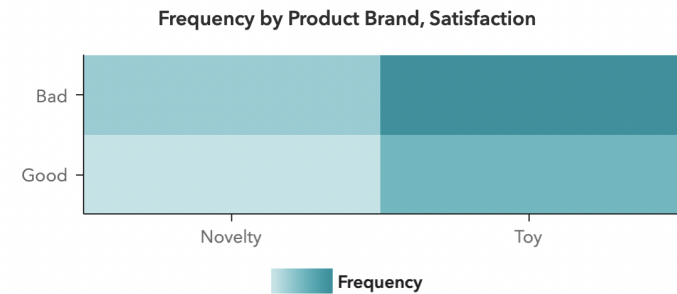
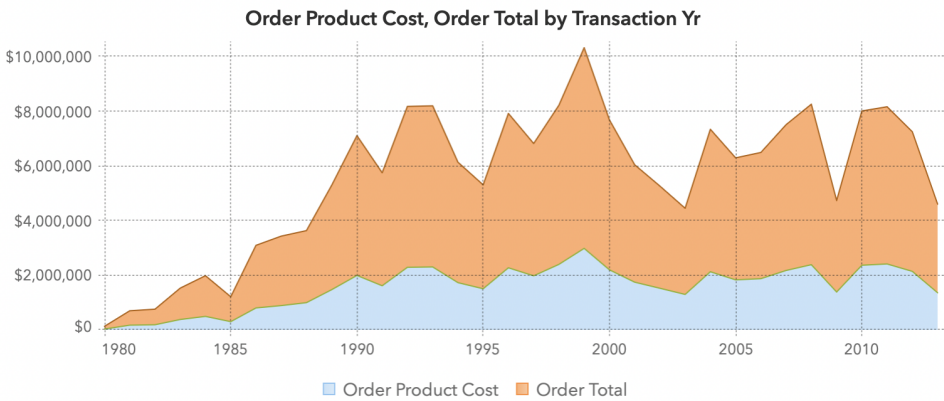


Geo Map of Facility Continents sized by Order Distribution Cost



AF	AS	EU	NA	OC	SA
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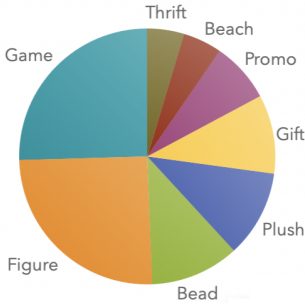
Figure



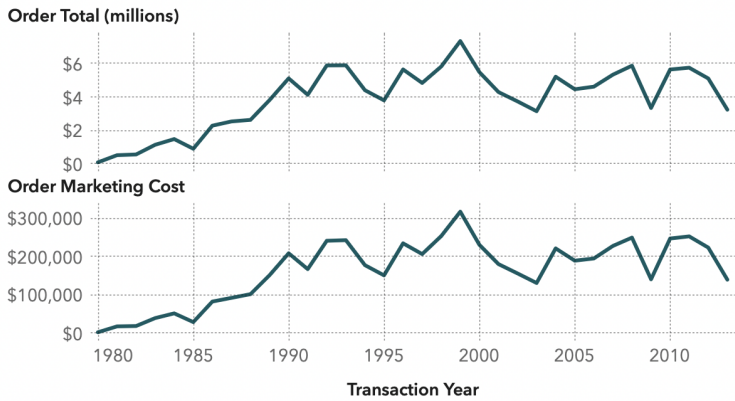
Sales Rep % of Target by Product Line



Sales Rep Actual by Product Line



Order Total, Order Marketing Cost by Transaction Year



Filters: 1980; 1980

Figure	Game	Plush
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< Product make by Market Product Make by Order Total List table 1 >

