



RevoU
Mini Course

01

DATA ANALYTICS

Johanes Purek

CASE STUDY - ASSIGNMENTS

Table of Contents



<u>Introduction</u>	01
<u>Project Goals</u>	03
<u>Dataset Insight</u>	04
<u>Solving Case 1</u>	05
<u>Solving Case 2</u>	06
<u>Solving Case 3</u>	08
<u>Looker Studio Alternatives</u>	09
<u>Python Code</u>	10
<u>Conclusion</u>	11
<u>End</u>	12

CASE STUDY - ASSIGNMENTS



Project Goals

Exploring a company's **sales** data reveals key insights into market **trends and product performance**. This analysis is crucial for **strategic decision-making** and identifying opportunities for **growth and improvement**.

Dataset Insight



- ORDERNUMBER: A unique identifier for each sales order
- QUANTITYORDERED: The number of units ordered for a particular product.
- PRICEEACH: The price of a single unit of the product.
- ORDERDATE: The date when the order was placed.
- STATUS: The current status of the order (e.g., Shipped, Cancelled, On Hold).

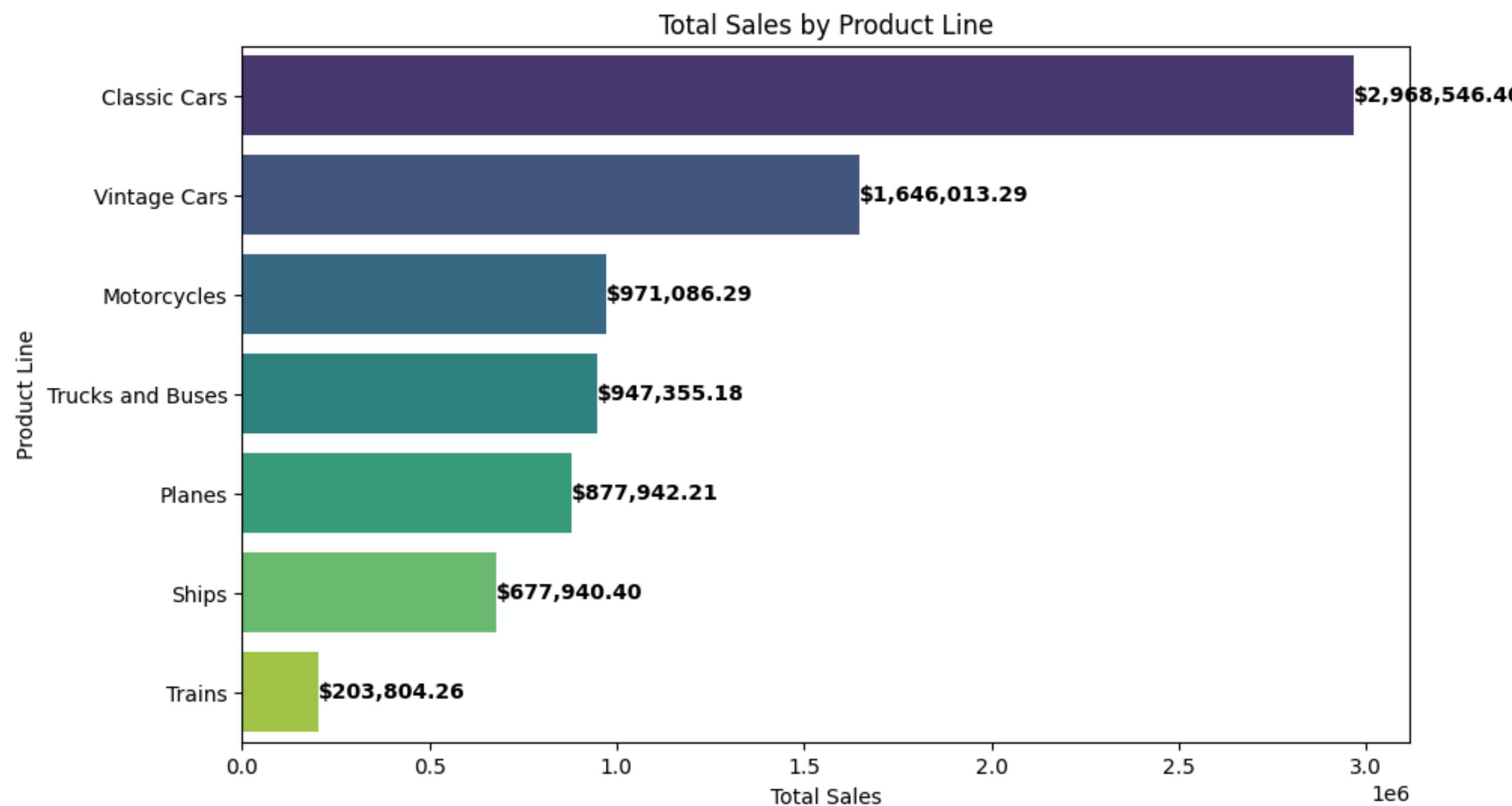
- PRODUCTLINE: The category or line to which the product belongs.
- PRODUCTCODE: A unique code identifying the product.
- CUSTOMERNAME: The name of the customer who placed the order.
- CITY: The city where the customer is located.
- DEALSIZE: The size category of the deal (e.g., Small, Medium, Large).

10 columns & 2.824 rows

ORDERNUMBER	QUANTITYORDERED	PRICEEACH	ORDERDATE	STATUS	PRODUCTLINE	PRODUCTCODE	CUSTOMERNAME	CITY	DEALSIZE
10100	30	100	1/6/2003 0:00	Shipped	Vintage Cars	S18_1749	Online Diecast Creations Co.	Nashua	Medium
10100	50	67.8	1/6/2003 0:00	Shipped	Vintage Cars	S18_2248	Online Diecast Creations Co.	Nashua	Medium
10100	22	86.51	1/6/2003 0:00	Shipped	Vintage Cars	S18_4409	Online Diecast Creations Co.	Nashua	Small
10100	49	34.47	1/6/2003 0:00	Shipped	Vintage Cars	S24_3969	Online Diecast Creations Co.	Nashua	Small
10101	25	100	1/9/2003 0:00	Shipped	Vintage Cars	S18_2325	Blauer See Auto, Co.	Frankfurt	Medium
10101	26	100	1/9/2003 0:00	Shipped	Vintage Cars	S18_2795	Blauer See Auto, Co.	Frankfurt	Medium
10101	45	31.2	1/9/2003 0:00	Shipped	Vintage Cars	S24_1937	Blauer See Auto, Co.	Frankfurt	Small
10101	46	53.76	1/9/2003 0:00	Shipped	Vintage Cars	S24_2022	Blauer See Auto, Co.	Frankfurt	Small
10102	39	100	1/10/2003 0:00	Shipped	Vintage Cars	S18_1342	Vitachrome Inc.	NYC	Medium

Question #1

Highest & Lowest Sales of Product Lines

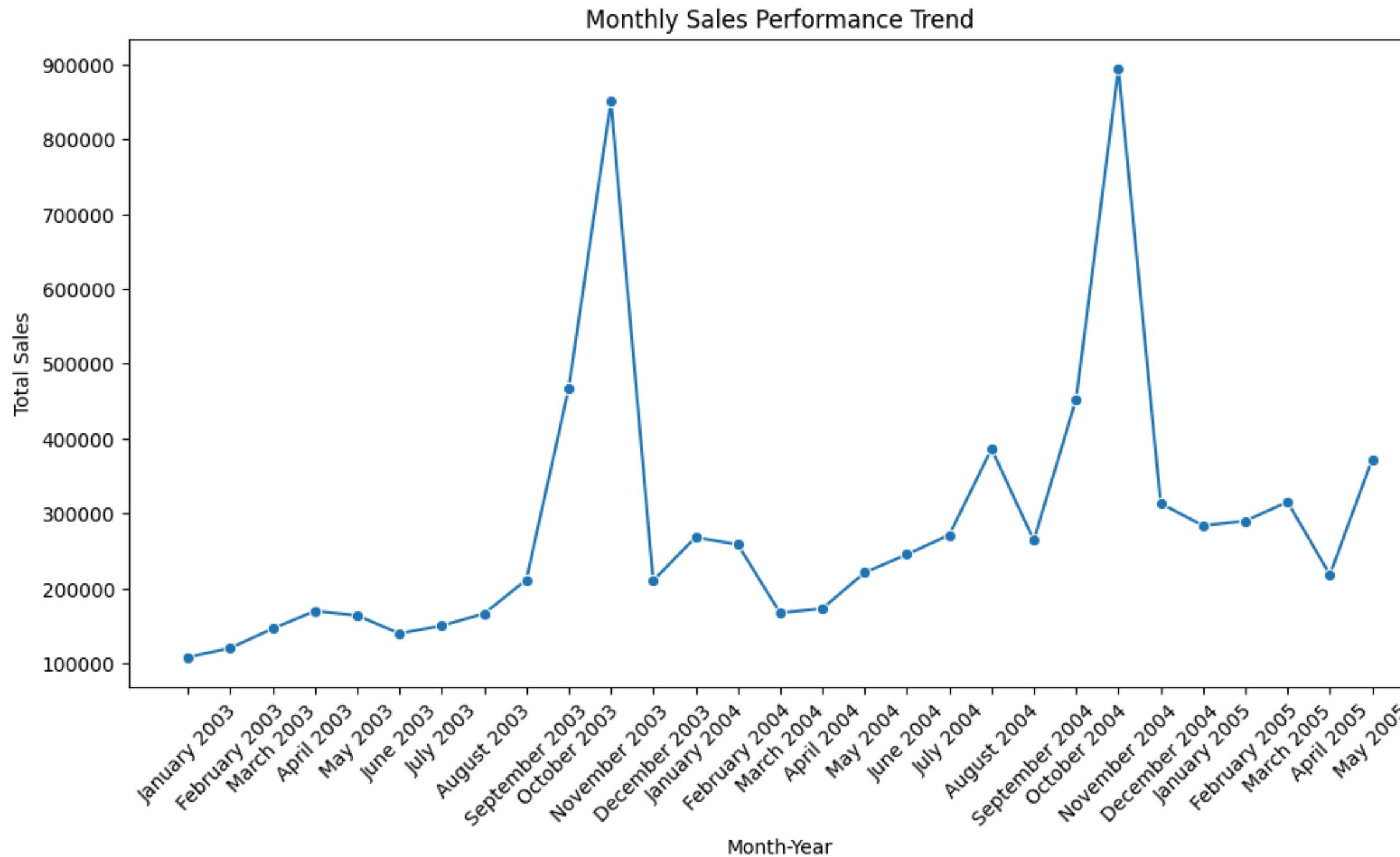


INSIGHTS

- Classic Cars alone contribute nearly double the sales of Vintage Cars and almost half of the total combined sales.
- There is a significant drop in sales after Vintage Cars, with the rest of the product lines contributing under \$1 million each.
- Trains have a minimal impact on total sales, making them the least profitable product line.

Question #2

Sales Performance Pattern Overtime

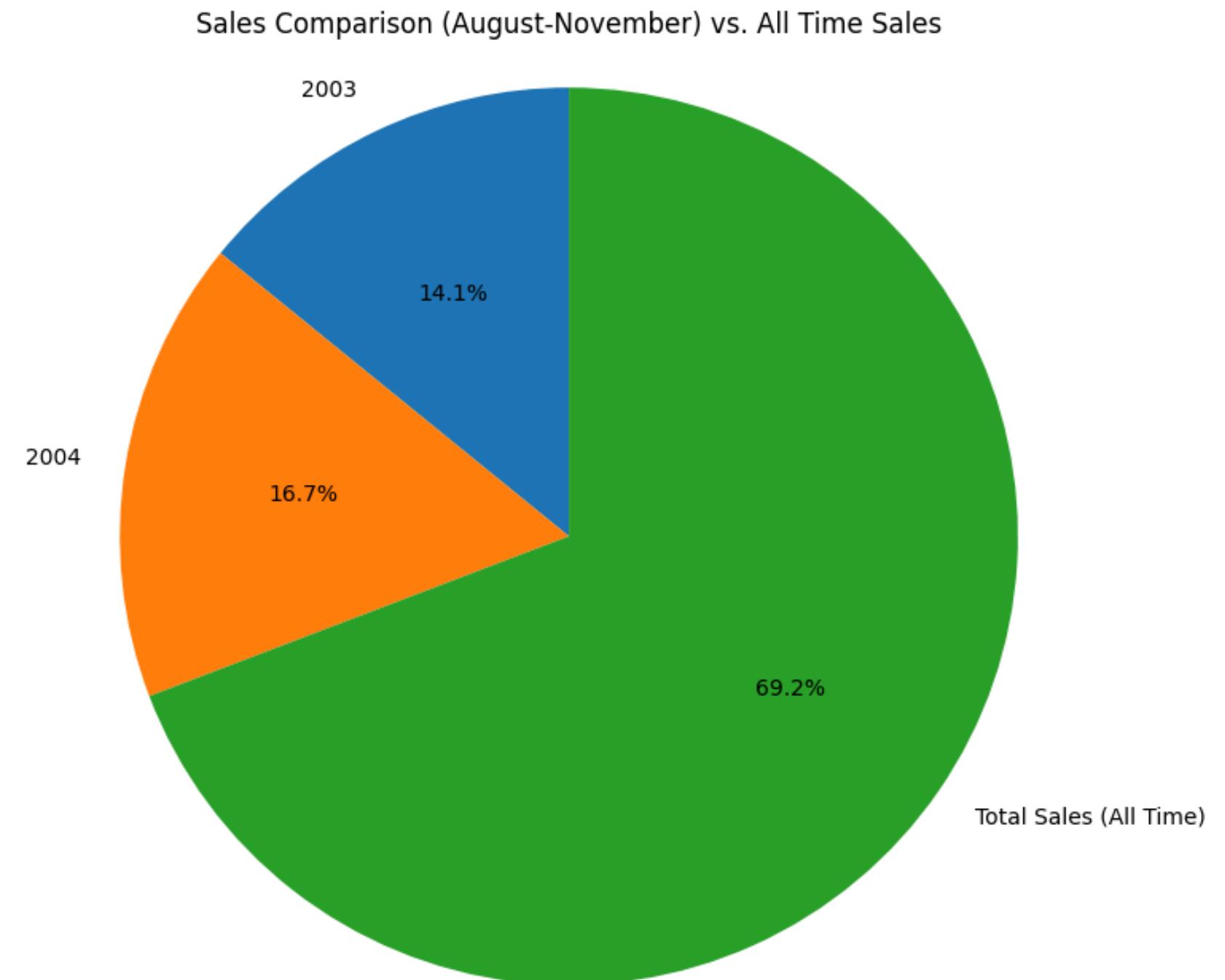


INSIGHTS

- Noticeable growth in sales during the months leading up to November, possibly due to seasonal or promotional events like Halloween, Christmas, etc.
- After each peak, sales drop significantly.
- General upward trend in sales over the period, despite fluctuations.

Question #2

Sales Performance Pattern Overtime

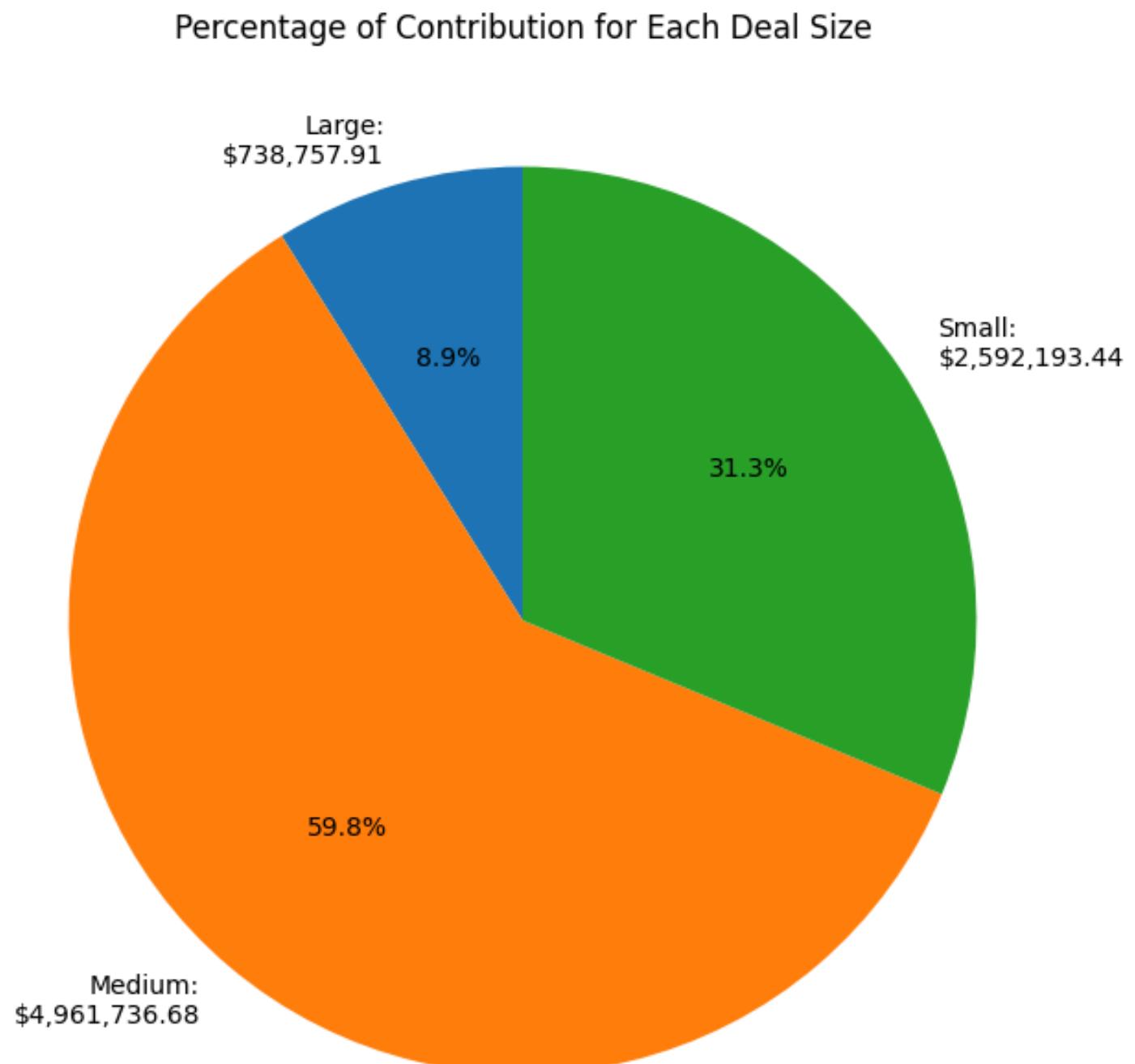


INSIGHTS

- Around 30% of total sales occurred from August to November in both 2003 and 2004.
- This peak is likely influenced by public celebrations in Germany during these months.
- Although strong, most of the revenue still comes from other months combined.

Question #3

Deal Size Correlation with Total Sales



INSIGHTS

- Medium-sized deals dominate total revenue.
- Large deals contribute the least, suggesting fewer or less frequent high-ticket transactions.
- The idea for strategy implication is that focusing on medium deals can maximize revenue, while small deals also significantly support overall sales.



Looker Studio Dashboard

[LINK FOR MORE](#)

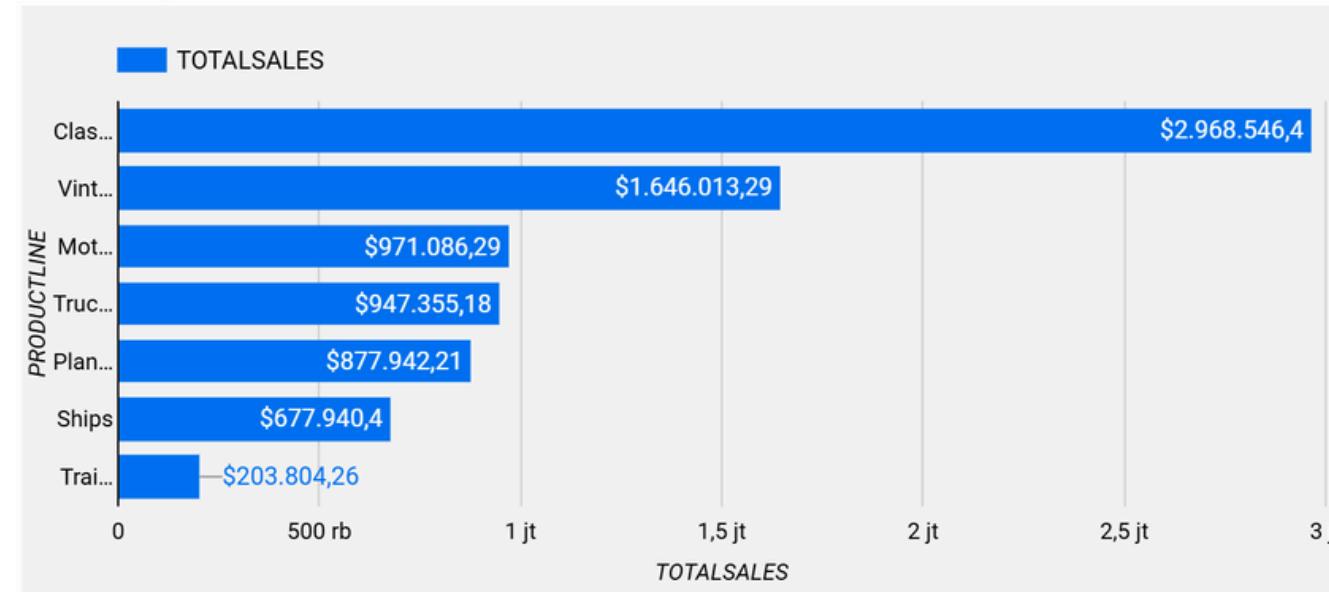


COMPANY SALES DATA

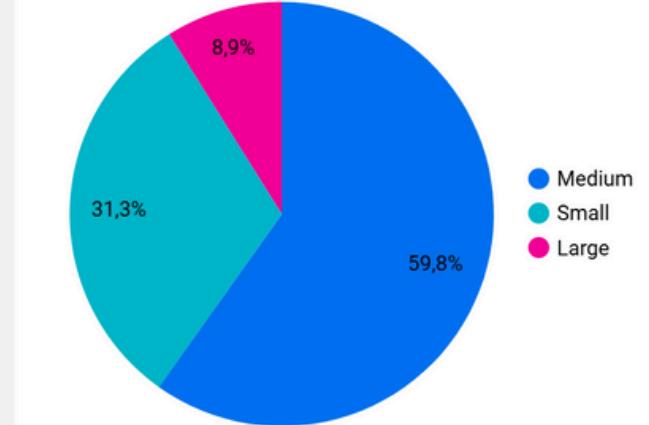
created by:
 Johanes Purek

09

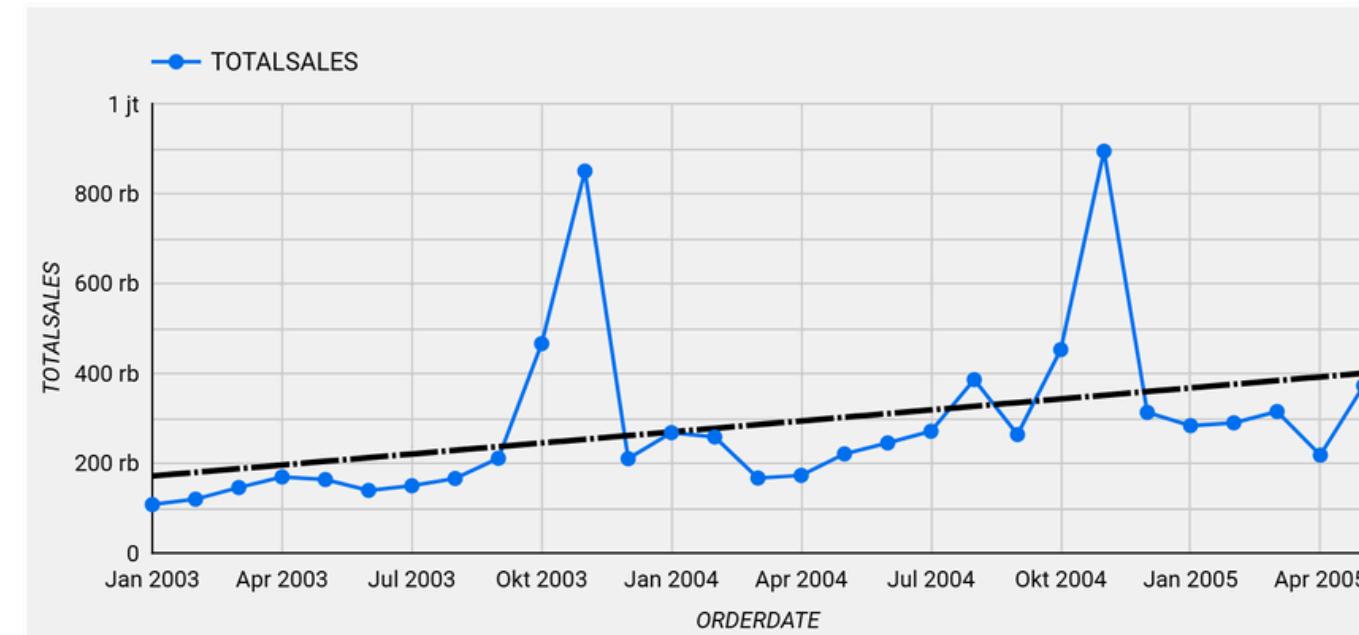
TOTALSALES menurut PRODUCTLINE



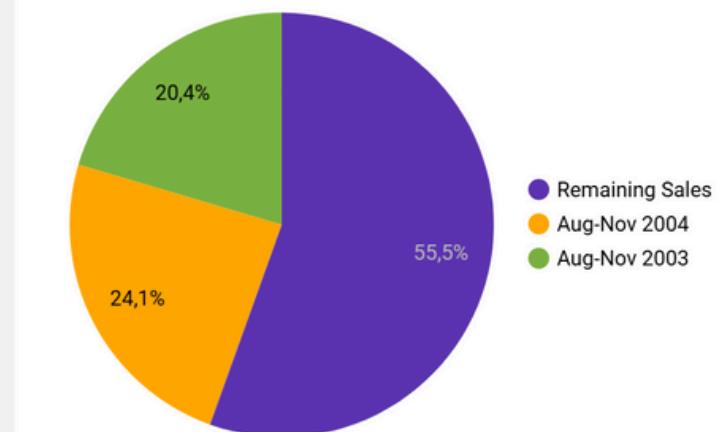
DEALSIZE menurut TOTALSALES



TOTALSALES seiring waktu



SALESPERIOD menurut TOTALSALES



Python Code

Source Code



RevoU
Mini Course

The screenshot shows a Jupyter Notebook interface with the following details:

- Title Bar:** RevoU Data Analytics Mini Course - Johanes Bernard.ipynb
- Toolbar:** File, Edit, Lihat, Sisipkan, Runtime, Fitur, Bantuan
- Left Sidebar:** Daftar isi, Question #1, Question #2, Question #3 (highlighted), + Bagian
- Code Cell [1]:**

```
import pandas as pd
df = pd.read_csv("/content/sample_data/Sales Data - RevoU.csv")
df.head()
```

Output: A table showing the first 5 rows of the Sales Data - RevoU.csv file.

	ORDERNUMBER	QUANTITYORDERED	PRICEEACH	ORDERDATE	STATUS	PRODUCTLINE	PRODUCTCODE	CUSTOMERNAME	CITY	DEALSIZE
0	10100	30	100.00	1/6/2003 0:00	Shipped	Vintage Cars	S18_1749	Online Diecast Creations Co.	Nashua	Medium
1	10100	50	67.80	1/6/2003 0:00	Shipped	Vintage Cars	S18_2248	Online Diecast Creations Co.	Nashua	Medium
2	10100	22	86.51	1/6/2003 0:00	Shipped	Vintage Cars	S18_4409	Online Diecast Creations Co.	Nashua	Small
3	10100	49	34.47	1/6/2003 0:00	Shipped	Vintage Cars	S24_3969	Online Diecast Creations Co.	Nashua	Small
4	10101	25	100.00	1/9/2003 0:00	Shipped	Vintage Cars	S18_2325	Blauer See Auto, Co.	Frankfurt	Medium
- Text Cell [2]:**

```
df.info()
```

Output: Information about the DataFrame df.

#	Column	Non-Null Count	Dtype
0	ORDERNUMBER	2824 non-null	int64
1	QUANTITYORDERED	2824 non-null	int64
2	PRICEEACH	2824 non-null	float64
3	ORDERDATE	2824 non-null	object
4	STATUS	2824 non-null	object
5	PRODUCTLINE	2824 non-null	object

Bottom status bar: 0 d selesai pada 19.04

10



Conclusion

What I've learned?

CASE STUDY - ASSIGNMENTS

II



Top Product

Classic Cars dominate sales with nearly \$3 million, making it the highest-performing product line, followed by Vintage Cars.



Seasonal Trends

Almost 30% of total sales occur between August and November, likely influenced by public celebrations in Germany, though the remaining months still contribute the majority overall.



Deal Size Contribution

Medium deal size leads with around 60% of total sales (\$4.9 million), while Small and Large deals contribute 31% and 9%, respectively.



RevoU
Mini Course

12

THE END

Special thanks to @RevoU for providing this mini-course. This event not only made me do the case study, but other than that, it's sharpening my skills & knowledge in the data analytics field overall. 

CASE STUDY - ASSIGNMENTS



Contact Information

HIRE ME 😊



LinkedIn

Johanes Purek



Email Address

johanesbernard26@gmail.com