



Course 5 – Week 1

Assignment Document

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Project Proposal

Summary

Our Prestigious Customer “Next-Gen” Manufacturers are majorly in three segments Home Office, Corporate and Consumer with close to 4000 products with Annual sale of \$4.3 million with profit of \$0.50 million in 2014.

They are new to data analytics and would like us to manage their data via designing and visualizing the identified Key KPI's by creating dashboard based on company thresholds and also capturing the historical trends from key KPI's.

These Dashboard will enable them to analyze the company's growth and take future key decisions.



Why

Objective: To analyze Next Gen's data via creating data set with available data and visualizing the identified key KPI's

Business Case: To identify the current business challenges by taking inputs from stake holders at different positions and domains to provide predictive Business analytics via visualization

Goals: Business can visualize the historical trend and can take key decisions by analyzing the trends with KPI

Outcome: Next Gen will be able to analyze the historical sales and profit trends with various dimensions like Geography, product & segments etc. which in turn enables them to take Future Key Decisions

Who

Stakeholders



Name : Ashutosh Hasabnis
Experience : 31 Years
Position : Active Board of Director



Name : Krishnan N
Experience : 25 Years
Position : VP Sales and Marketing



Name : Sharadchandra Mankar
Experience : 22 Years
Position : Product Manager



Subject Matter Expert

Name : Sonam Mehrotra
Experience : 12 Years
Position : Business Analyst

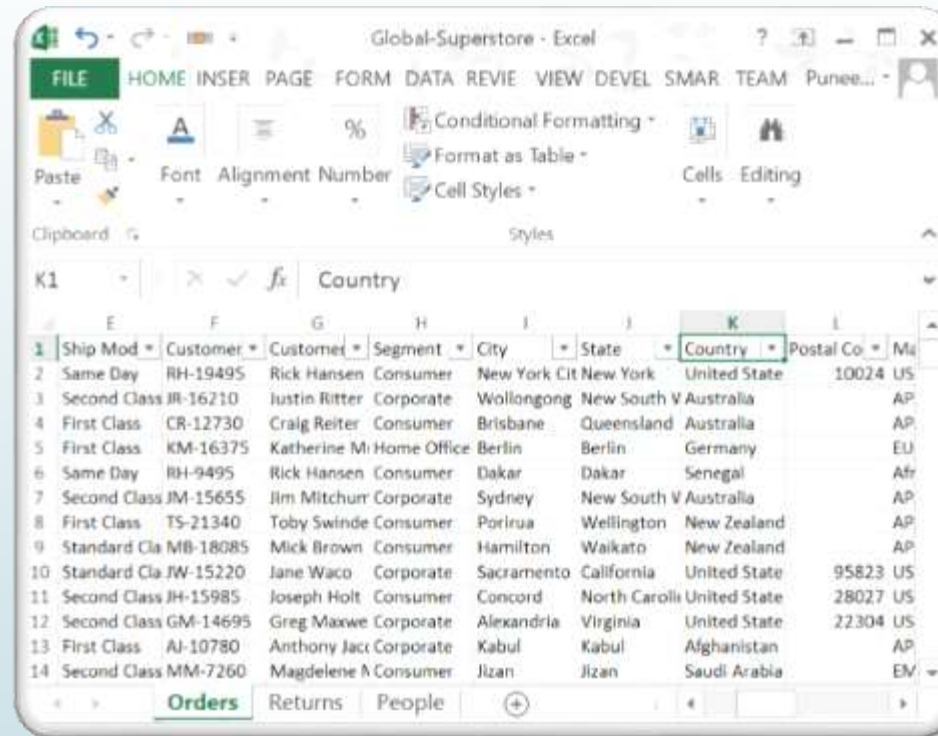
Audience

Relevant Next-Gen Employee's

What

Dataset Name: Global superstore

Dataset Contains: Orders , returns and people dataset, we have taken orders dataset to analyze



	Ship Mod	Customer	Customer Segment	City	State	Country	Postal Code	Ma
1	Same Day	RH-19495	Rick Hansen	Consumer	New York Cit	New York	United State	10024 US
2	Second Class	JH-16210	Justin Ritter	Corporate	Wollongong	New South V	Australia	AP
3	First Class	CR-12730	Craig Reiter	Consumer	Brisbane	Queensland	Australia	AP
4	First Class	KM-16375	Katherine M	Home Office	Berlin	Berlin	Germany	EU
5	Same Day	RH-9495	Rick Hansen	Consumer	Dakar	Dakar	Senegal	Afr
6	Second Class	JM-15655	Jim Mitchum	Corporate	Sydney	New South V	Australia	AP
7	First Class	TS-21340	Toby Swindle	Consumer	Porirua	Wellington	New Zealand	AP
8	Standard Cla	MB-18085	Mick Brown	Consumer	Hamilton	Waikato	New Zealand	AP
9	Standard Cla	JW-15220	Jane Waco	Corporate	Sacramento	California	United State	95823 US
10	Second Class	JH-15985	Joseph Holt	Consumer	Concord	North Caroli	United State	28027 US
11	Second Class	GM-14695	Greg Maxwe	Corporate	Alexandria	Virginia	United State	22304 US
12	First Class	AJ-10780	Anthony Jack	Corporate	Kabul	Kabul	Afghanistan	AP
13	Second Class	MM-7260	Magdelene A	Consumer	Jizan	Jizan	Saudi Arabia	EM

Why Orders Dataset: Orders dataset contains all the important key KPI's historical data along with relevant dimensions of time, Product, geography, segment etc, to create interactive visualization which is capable to answers all relevant possible queries of stakeholders and audience.



How

Findings:

- **Board Member:** Mr. Ashutosh Hasabnis will be interested to know the key facts of Quality Delivery and Cost Analysis.
- **VP sales:** Mr. Krishnan N will be interested to know historical sales and profit trend along with region analysis.
- **Product Manager:** Mr. Sharadchandra Mankar would like to match the product information related to priority sales ,quality and delivery.
- **Business Analyst :** Ms. Sonam Mehrotra will be keeping an eye on dataset verification and will be key person to help us knowing the terminologies with KPI information with Company thresholds parameter.

Presentation: In the form of Dashboards which will enable the stakeholders to analyze on majorities of their query

- Interactive Dashboard having Sales and Profit historical Trend Analysis by product ,Geography etc.
- Interactive KPI Analysis Dashboard will enables the key members to analyze historical trends and take futuristic key decisions



Challenges

Foreseeable challenges:

- A Chance to showcase the capabilities to stakeholders within limited timeframe.
- Expect less help in getting relevant sales data co-related to required dimensions so need to prepare the complete datamart
- Product information is scattered to various people working under Product Manager.

Experience In : Need to get more product experience in terms of regions wise requirements to understand the KPI's Graph and can explain to Business Analyst.

Questions to peer:

- What are KPIs and there threshold
- What are the critical products and there sales thresholds
- What are the sales growth and co-relation to profit and discount analysis



“Aim for sustained economic success, shaping change & striving for excellence”

Ashutosh is highly quality driven, believes that they are preferred for their Customers, committed to Outstanding Quality of our product and services. He believes Customer is King and can only sustain with better & sustainable quality

Ashutosh Hasabnis

Role : Active Board of Director

Age : 54 years

Gender : Male

Education : M.Tech, Industrial Engineering

Goals : Sustainable economical growth with target to expand in multiple regions.

Interested in new Acquisitions or Collaboration

Challenges and Needs : Time is money, sell yourself as startups. Your Solution should be either helping the existing space in organization or forecasting the future growth.



Krishnan N

Role : VP Sales and Marketing

Age : 50 years

Gender : Male

Education : MBA

Goals : Focus on Next Gen Technology by targeting on customer satisfaction with business growth.

Challenges and Needs : Sales and customer information should be accurate as he has figures on his tips while presenting we should be thorough and also need to target to showcase our analytical capabilities as his interest will take it further.

“Sell solutions not product”

He is one of the most influential personality in Next Gen. He has depth of functional knowledge, also he is equally interested in adapting New technology.



Sharadchandra Mankar

Role : Product Manager

Age : 48 Years

Gender : Male

Education : B.Tech Mechanical Engineering, MBA

Goals : Focus on Production quality with maximum customer satisfaction

Challenges and Needs : Mankar and his teams spread's globally and works in different time zones, it will be a challenge to get the information's from his team working on different products in region.

“Quality Delivery with customer satisfaction”

His Product knowledge is well proven as he has intense end to end knowledge on Next Gen production cycle.



Sonam Mehrotra

Role : Business Analyst

Age : 36 years

Gender : Female

Education : MBA in Finance.

“Believe in company growth based on Smart and innovative business strategy”

Sonam will be very helpful in key findings and also she can take our innovations and solutions to showcase to stakeholders.

Goals :

- Use sales data to help make more nimble inventory and distribution decisions
- Anticipate next moves in sales based on trends
- Be able to make a case for her sales strategy to her colleagues

Challenges and Needs :

- She is Good Business Analyst having intense company domain knowledge but new to database.
- Limited face time with Stakeholders
- She has to help us in finding the most meaningful sales data to create a strategy but its sometime hard to tell what is most meaningful data.