

# AAVAIL

REVENUE PROJECTION PROJECT

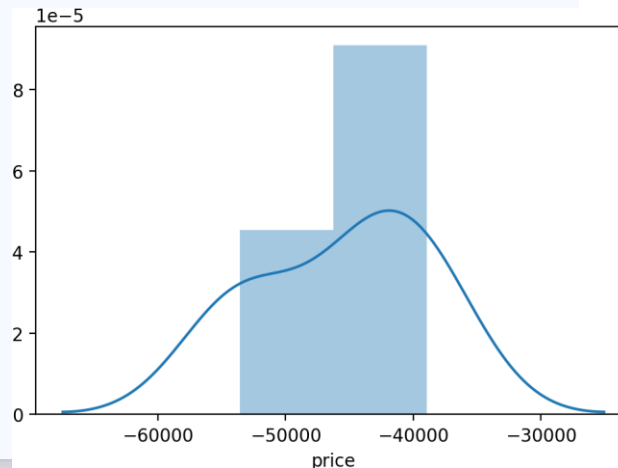
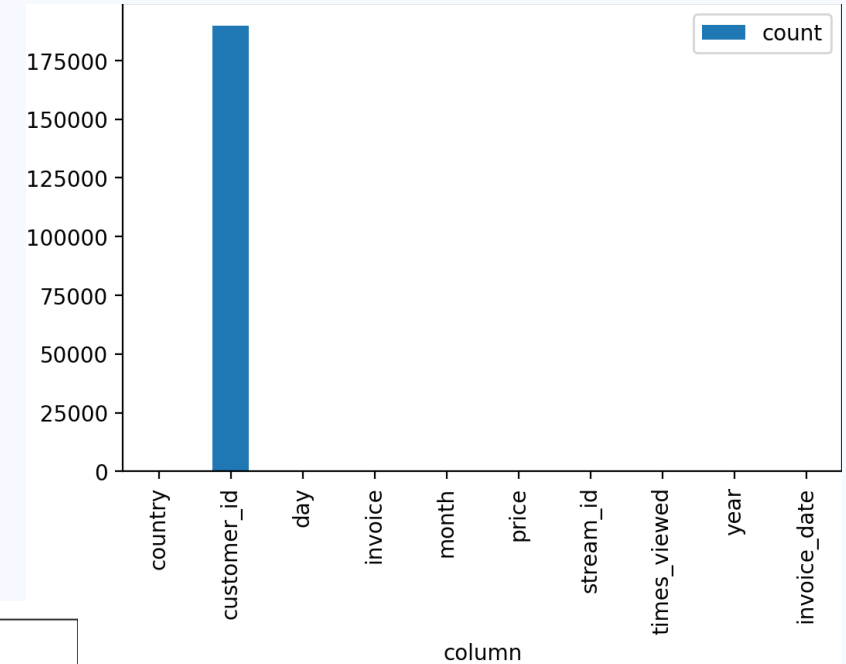
EDA

# THE DATASET

We analysed data from invoices looking into the detail.

Interesting observations off the cuff reveal:

- A significant amount of missing customer IDs
- A huge skew towards the United Kingdom
- Negative values in the invoice field
- A large number of countries



# MISSING DATA ANALYSIS

Further analysis indicates that a lot of this “bad data” (with no customer\_id) is related:

- Bulk of missing customers is UK
- Negative values are for missing customer

Action: Discuss this data with domain expert

Include in overall Revenue Modelling until clarity is obtained

	amax	amin	count	sum
country				
Bahrain	\$14.95	\$0.42	67	\$268.98
Bermuda	\$12.75	\$0.21	34	\$84.70
EIRE	\$1,917.00	\$0.00	1426	\$14,630.78
France	\$16.95	\$0.42	79	\$169.62
Hong Kong	\$2,583.76	\$0.21	276	\$14,452.57
Israel	\$8.50	\$1.25	20	\$93.69
Lebanon	\$39.95	\$1.65	13	\$116.17
Nigeria	\$4.25	\$2.55	2	\$6.80
Portugal	\$9.95	\$0.42	77	\$239.38
RSA	\$1,435.29	\$0.55	46	\$2,956.29
Sweden	\$40.00	\$0.55	19	\$113.45
Switzerland	\$7.95	\$0.29	52	\$108.51
United Arab Emirates	\$503.90	\$0.14	114	\$1,153.94
United Kingdom	\$25,111.09	\$-53,594.36	187424	\$1,484,364.02
Unspecified	\$16.95	\$0.29	113	\$280.92

# REVENUE

Looking at revenue by month we see a large drop in August and a spike at the end of the year.

Excluding the UK (which dominates the data) this is less pronounced – possibly due to limited operations and customers in these smaller countries.

