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BI Analysis - example(!)
XYZ Company
19.06.2020

distribution structure

Channel / Revenue

Channel

909,567

6,782,845

2,950,673

1,026,579

802,885
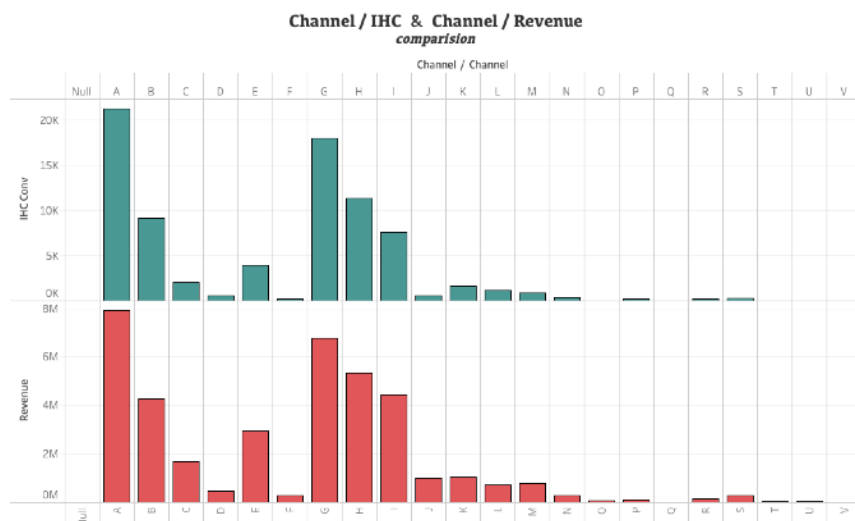
96,321 5,973

273,632

A B C D E F G H I J K L M N O P Q R S
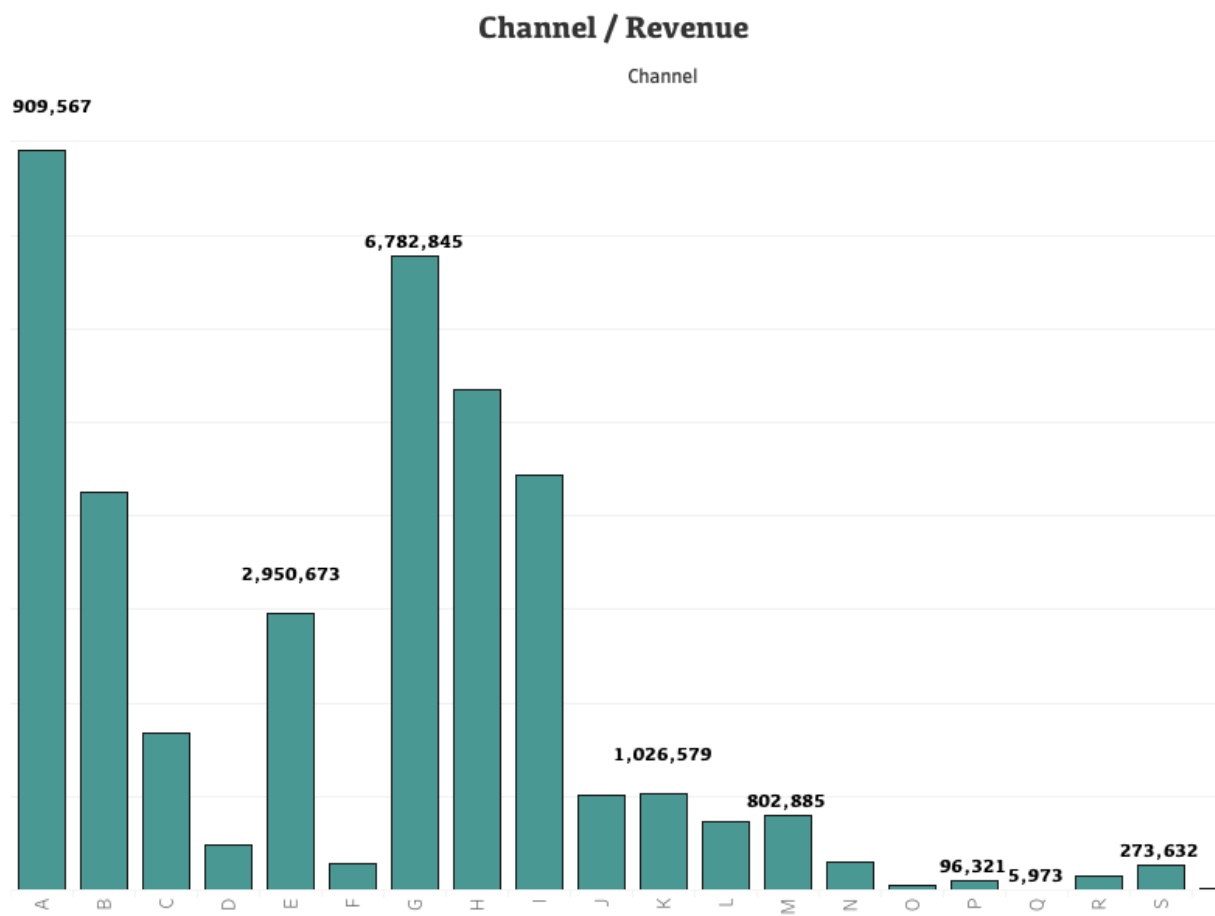
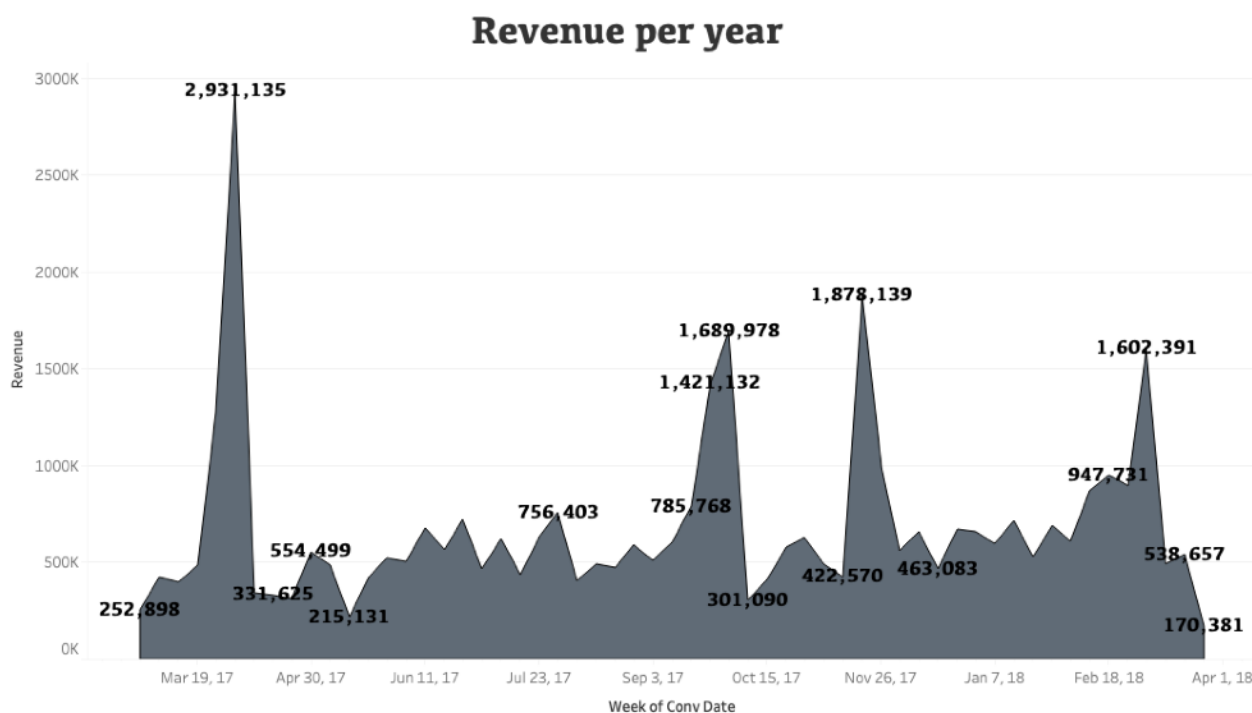**We can see that the company has 4 main distribution channels:**

1) **A**

2) **G**

3) **H**

4) **I**

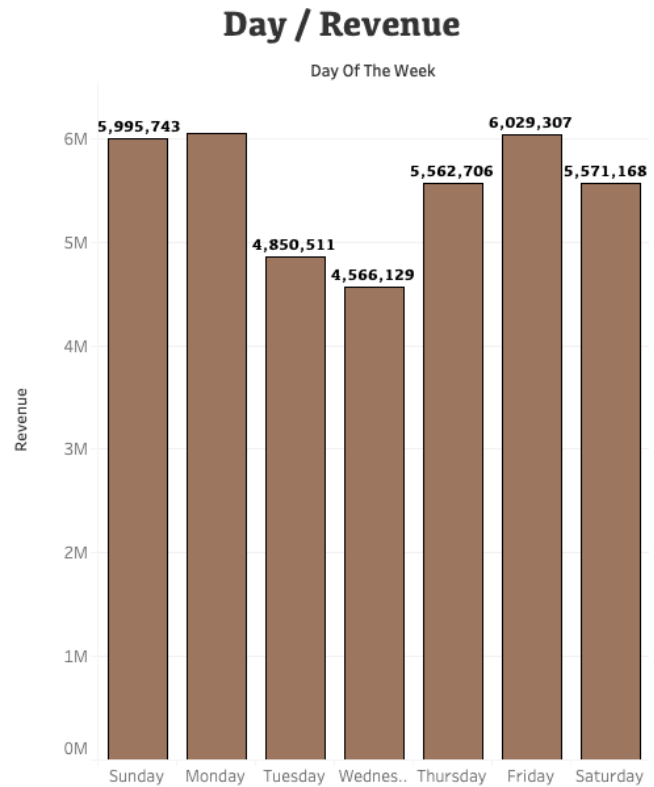**The largest of them is A, which in 2017 generated almost 8K of income. It is also worth noting the good result E.**

Comparing conversion and revenues, we can see almost identical dynamics.

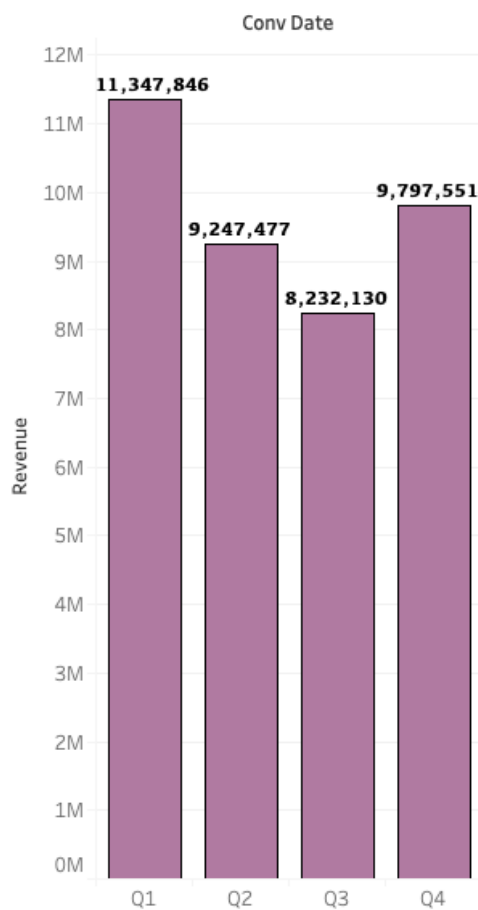Channel / IHC & Channel / Revenue comparision

Analyzing the company's development in 2018, we notice a very diverse dynamics of revenue. There are periods that are very profitable, but you should pay attention to the periods when the income is very low (May and October).

Revenue per year

2,931,135

1,878,139

1,689,978

1,421,132

1,602,391

756,403

785,768

947,731

554,499

463,083

538,657

331,625

422,570

252,898

215,131

301,090

170,381

Day / Revenue

Day Of The Week

The graph on the right shows that the day of the week has no effect on revenue.

Quater / Revenue

Conv Date

We can draw similar conclusions when we look at the quarterly impacts, however we see a slight disparity between Q1 and Q3.

Here's the income through the two best distribution channels in each two weeks. Both A and G exceeded 2K - as the only ones.

A vs. G / week day
Conversion greater than 2K

Channel / Day Of The Week

| | A | | | | | | | | G | | | | | | |