

USING DATA PROVIDED  
BY CODI

# Business Analyst Challenge

PRESENTATION BY  
NICHOLAS WERTZ

# Meet Your Business Analyst

NICHOLAS WERTZ  
Python & SQL Coder

Data Wrangler & Analyst

Researcher



# Approach to Analysis



## 2022 Q1-Q3

- Created table of all contracts and add-ons

## Projections Through 2024

- Used Q1-3 insights to build future projections
- Focus on total revenue generated monthly
- Assumptions made:
  - No contract loss
  - 3% per term increase for bookings
  - 5% per year increase for add-ons
  - Ratio of short term to long term consistent

# Year to Date Insights for 2022 Q1 - Q3

# 2022 Q1 - Q3

## TOTAL REVENUE TO DATE

- \$1.975 Million

## BEST QUARTER

- Q3 - \$738, 633.84

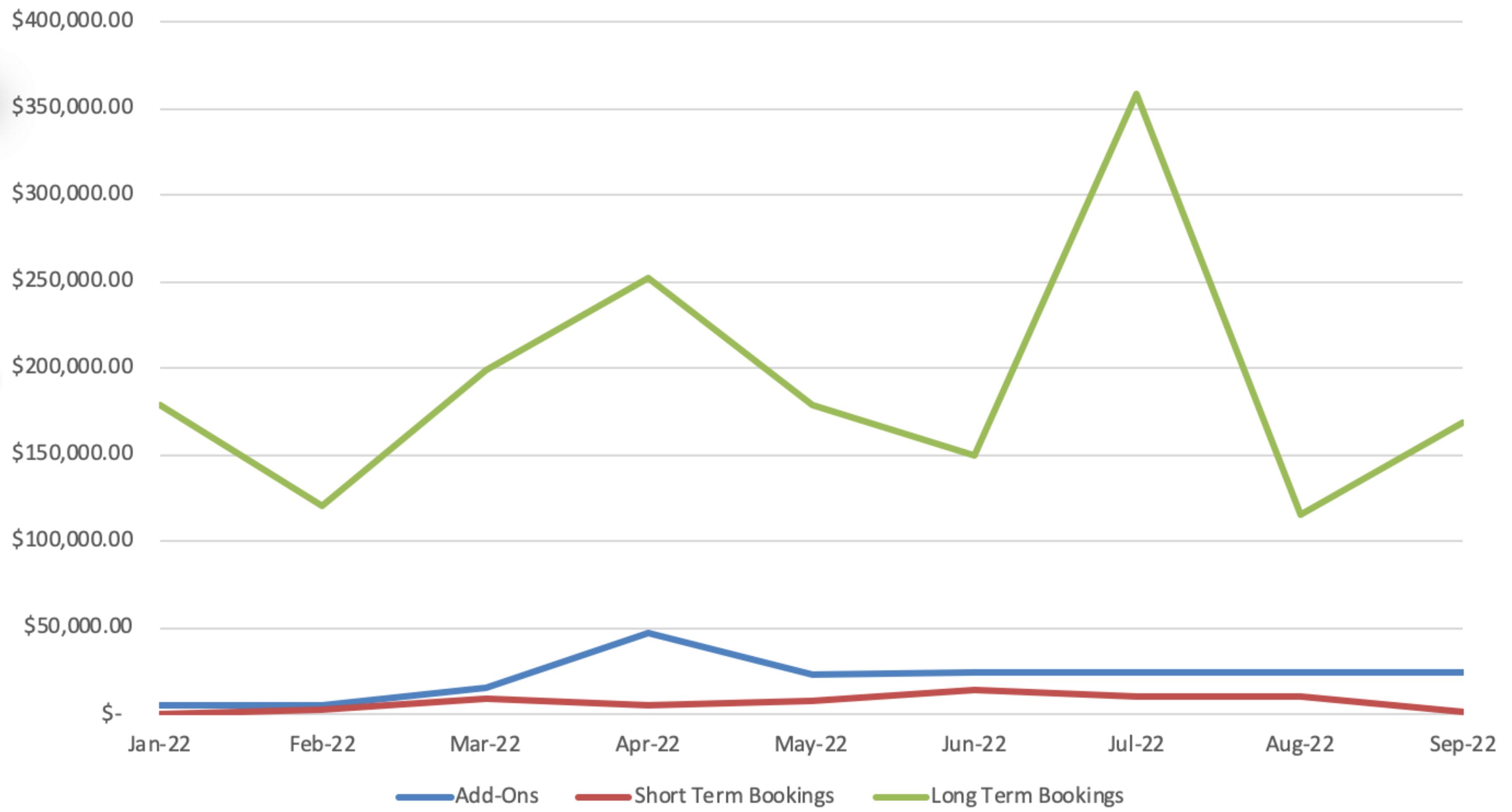
## COMPANY WITH HIGHEST TCV FOR Q1-Q3

- Dog Chat - \$210,000

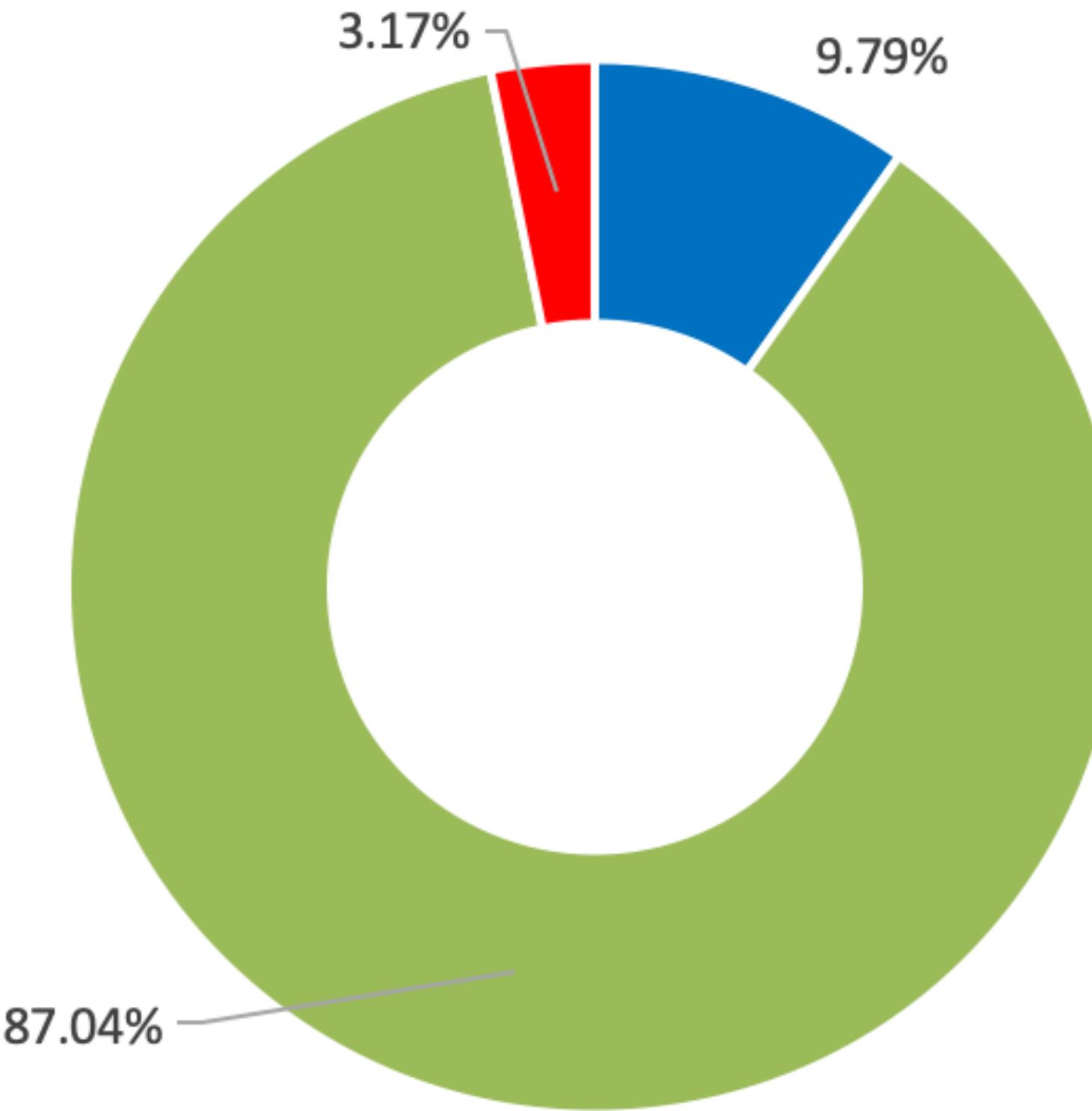
## Monthly Revenue Q1 - Q3 2022



## Monthly Revenue Q1- Q3 2022



## TCV Q1 - Q3 2022

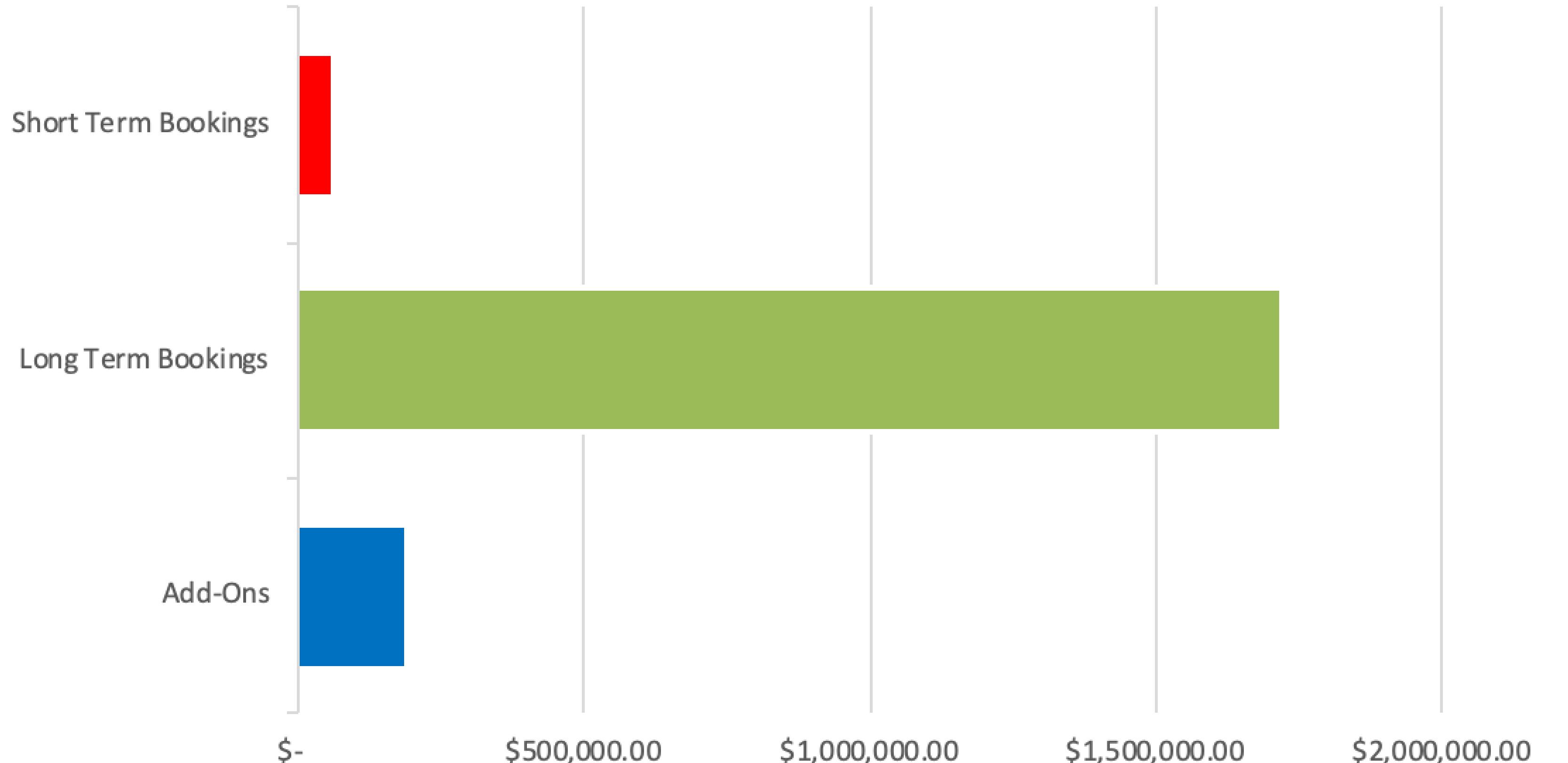


■ Add-Ons

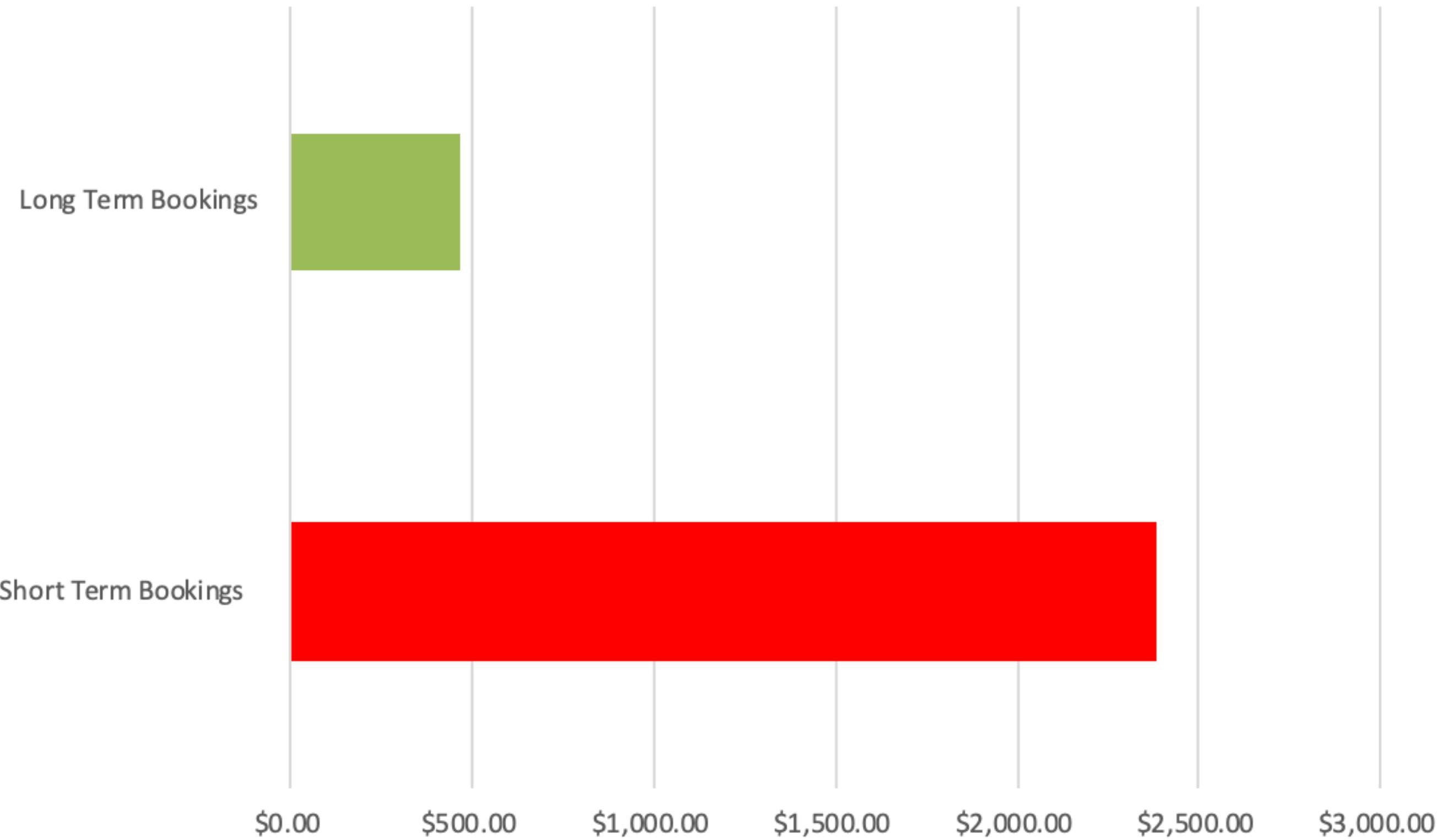
■ Long Term Bookings

■ Short Term Bookings

## Total YTD Revenue Q1 - Q3 2022



## Average Daily Revenue



**SHORT TERM  
BOOKINGS MAKE**

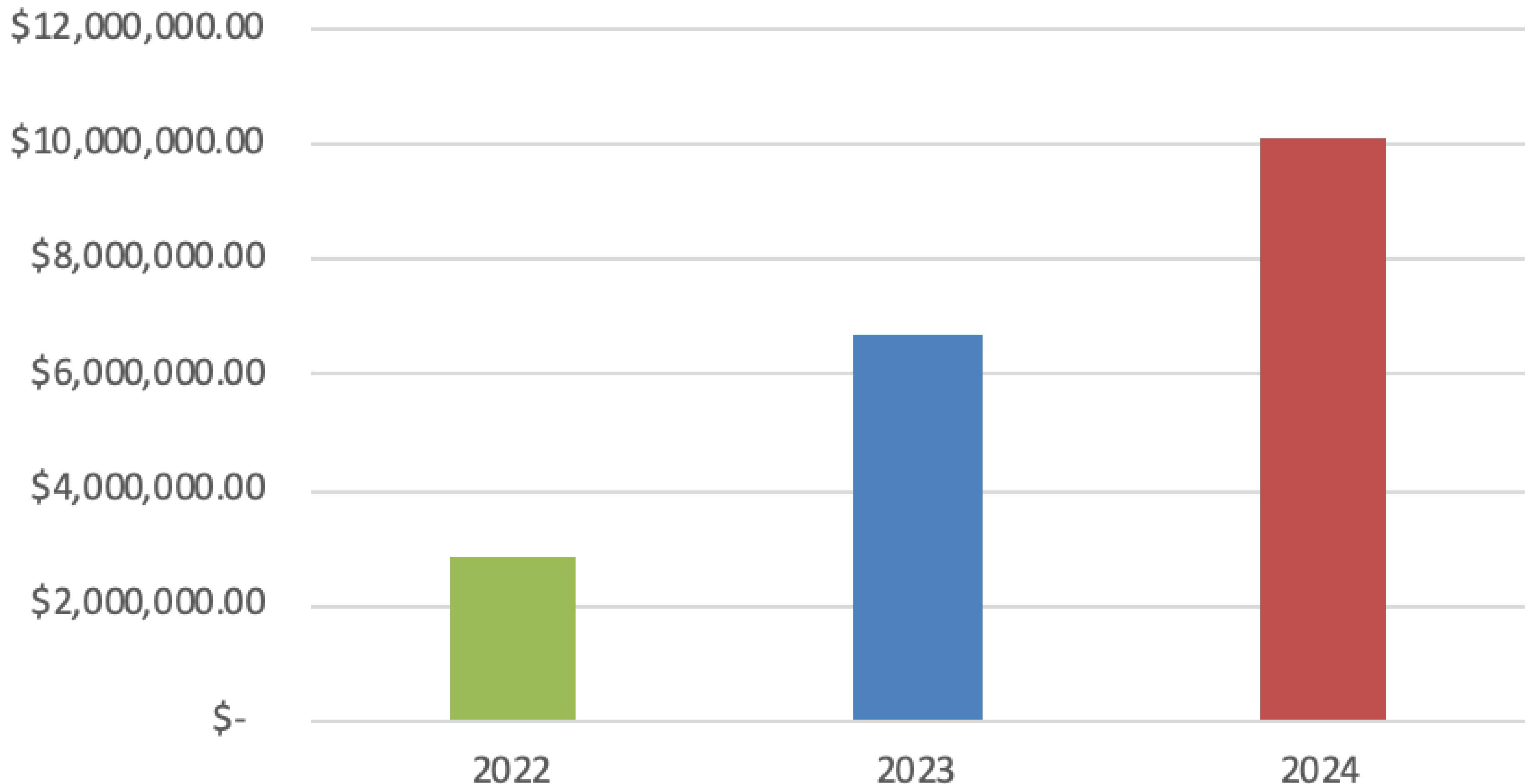
**5X**

**REVENUE PER DAY  
WHEN COMPARED TO  
LONG TERM BOOKINGS**

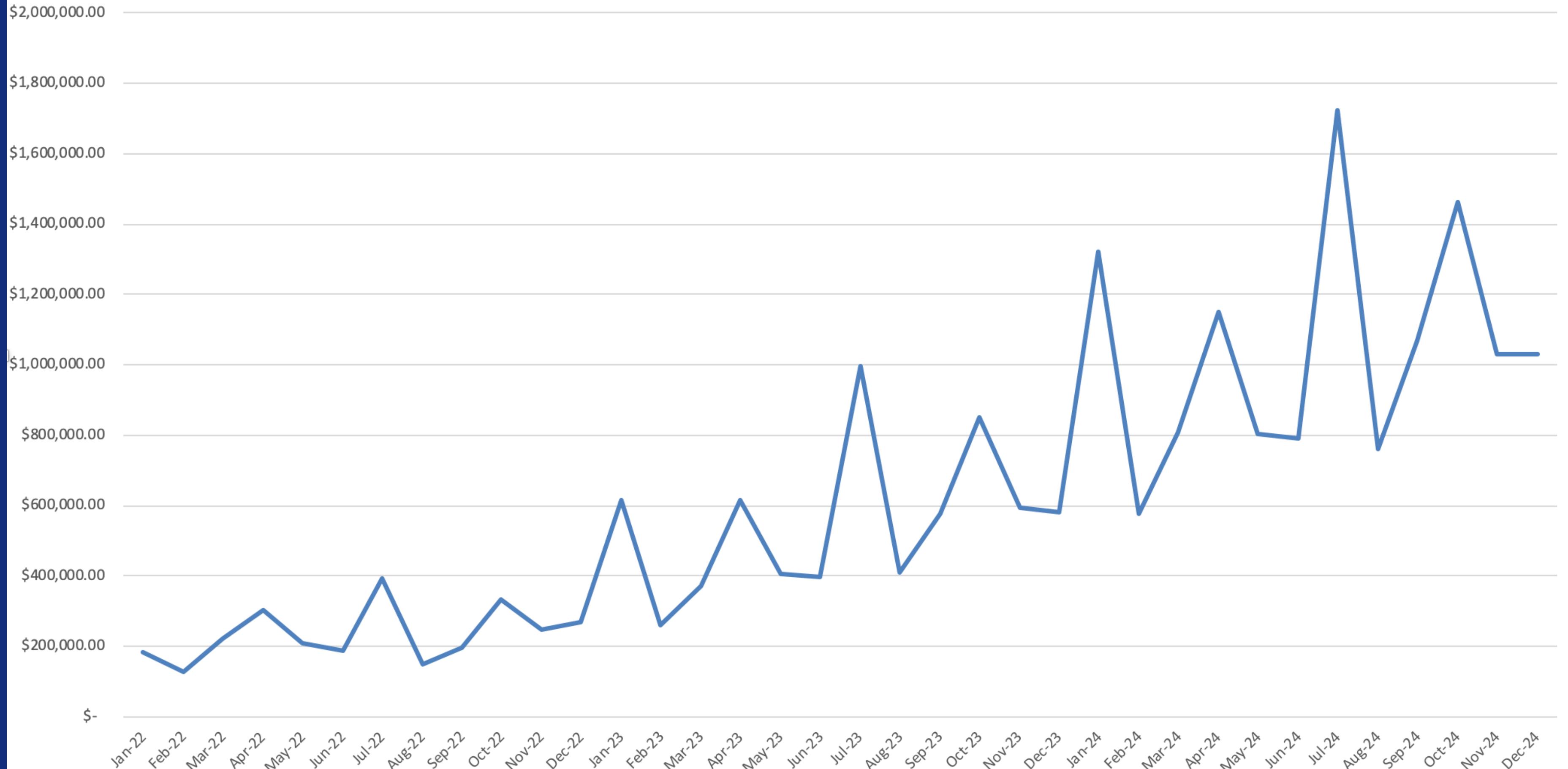


# Future Projections

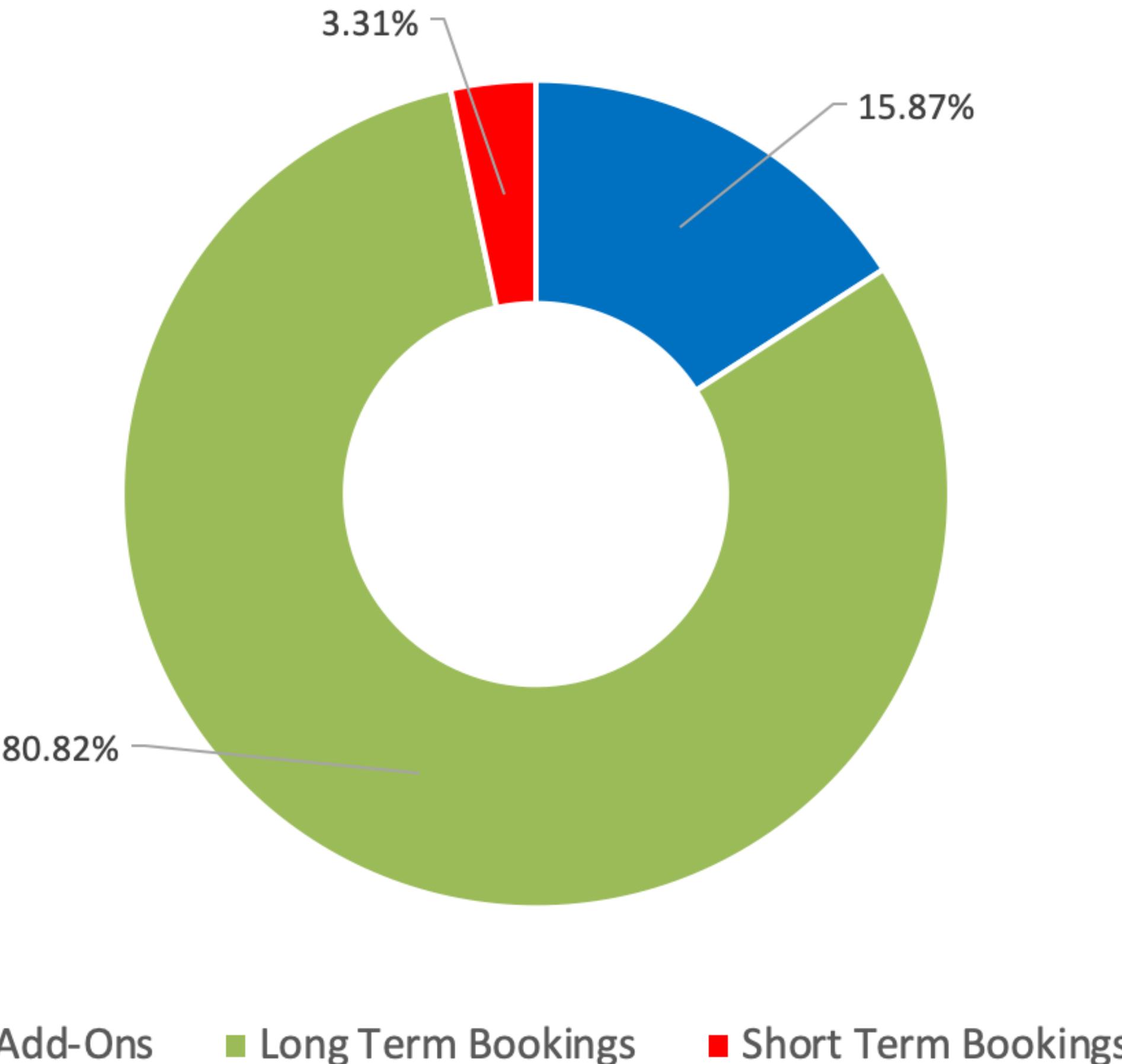
# Projected Yearly Revenue



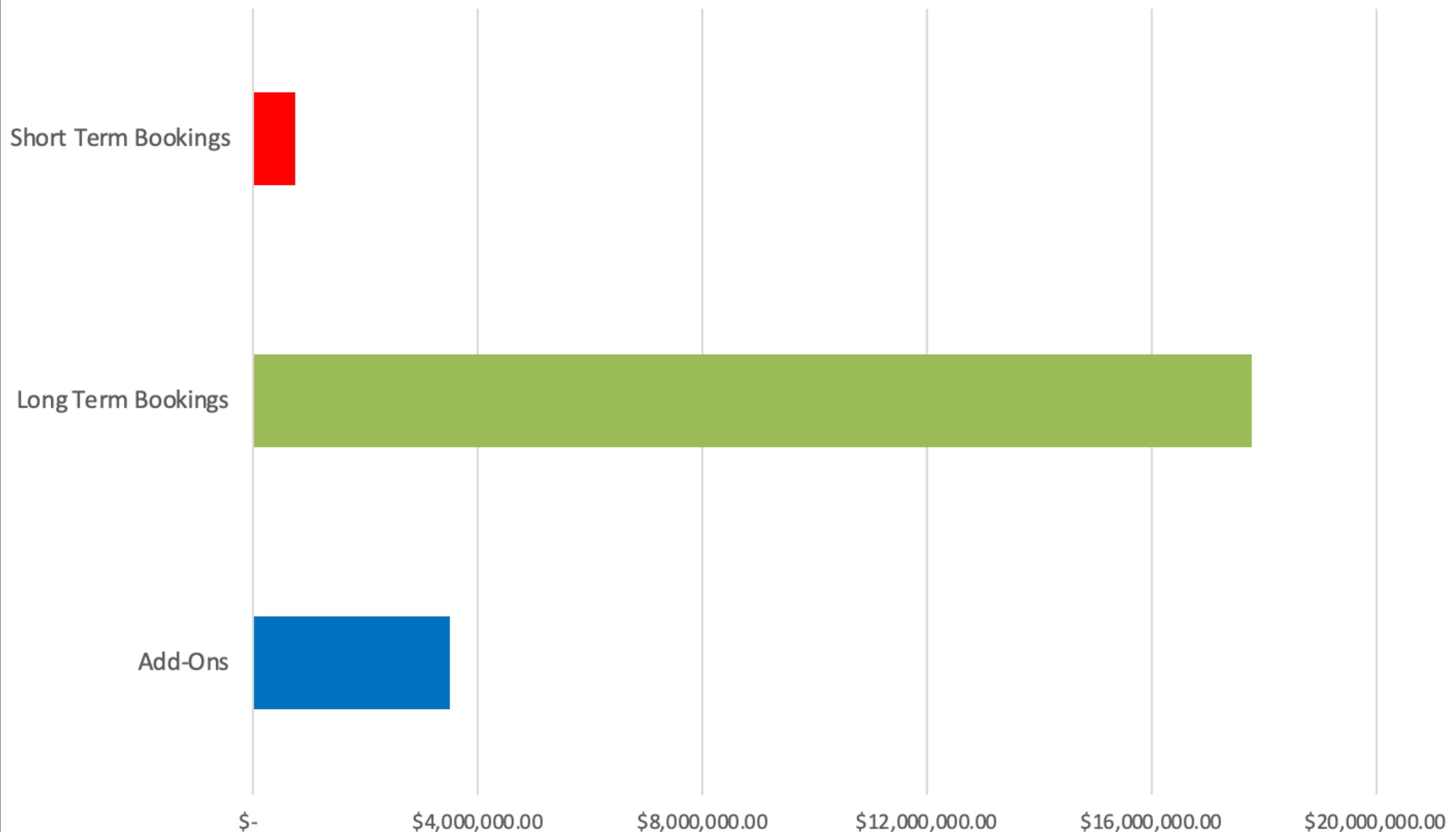
## Monthly Revenue with Projected Growth



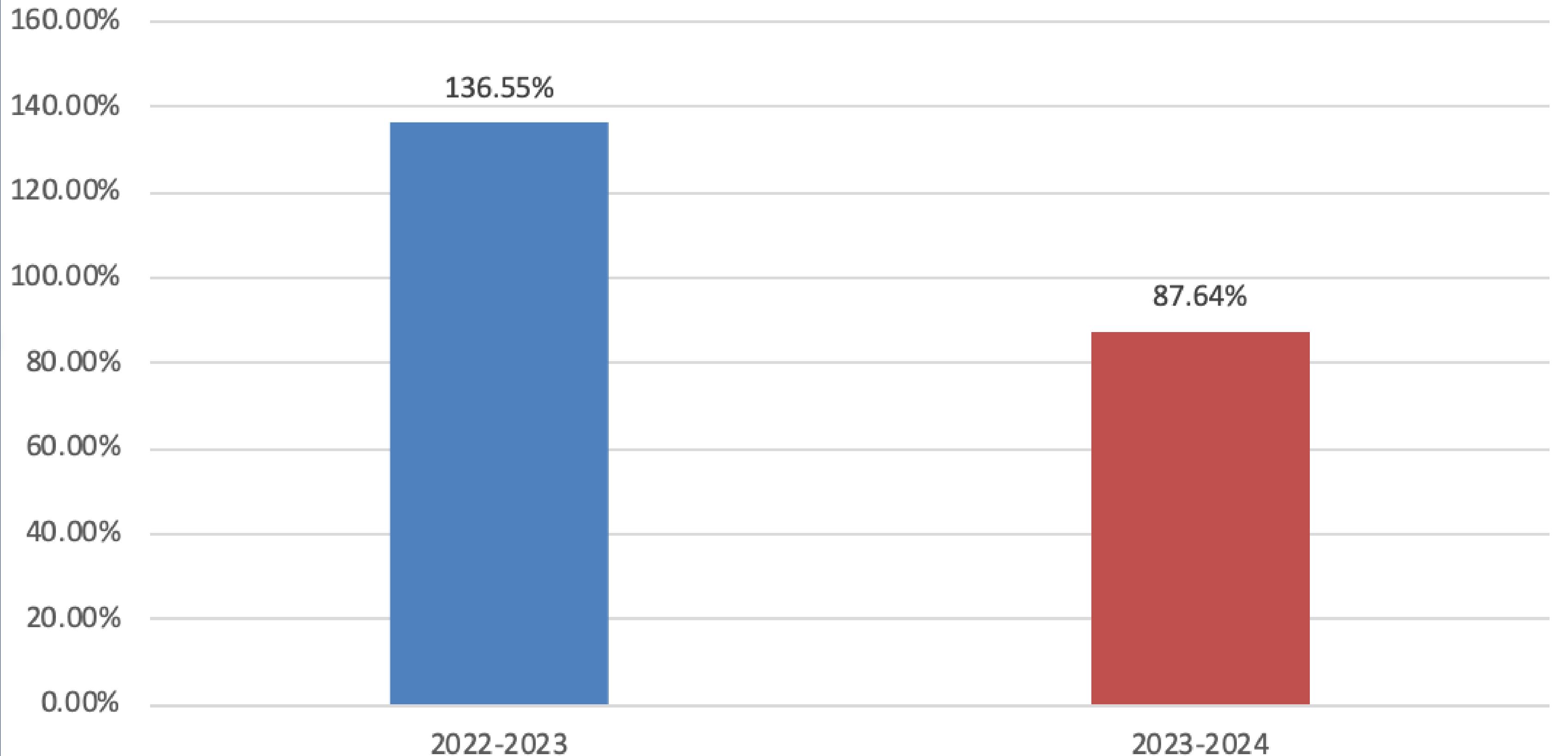
## Projected Revenue Through Q4 2024



## Revenue Through 2024



## Projected Yearly Growth



# Potential Gaps in Analysis



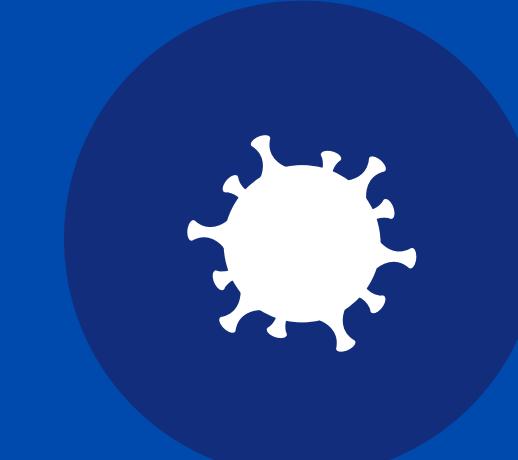
# Potential Gaps in Analysis



**Small Sample Size**



**Codi's Growth**



**World Events**



# Thank You!

**NICHOLAS WERTZ**

Email | LinkedIn | GitHub















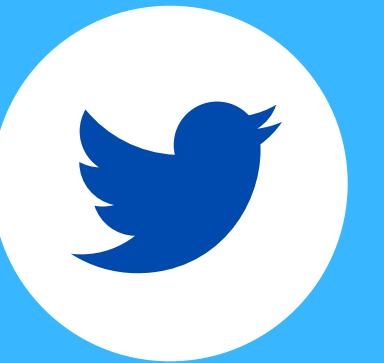
## FACEBOOK

Presentations are tools  
that can be used  
as lectures.



## INSTAGRAM

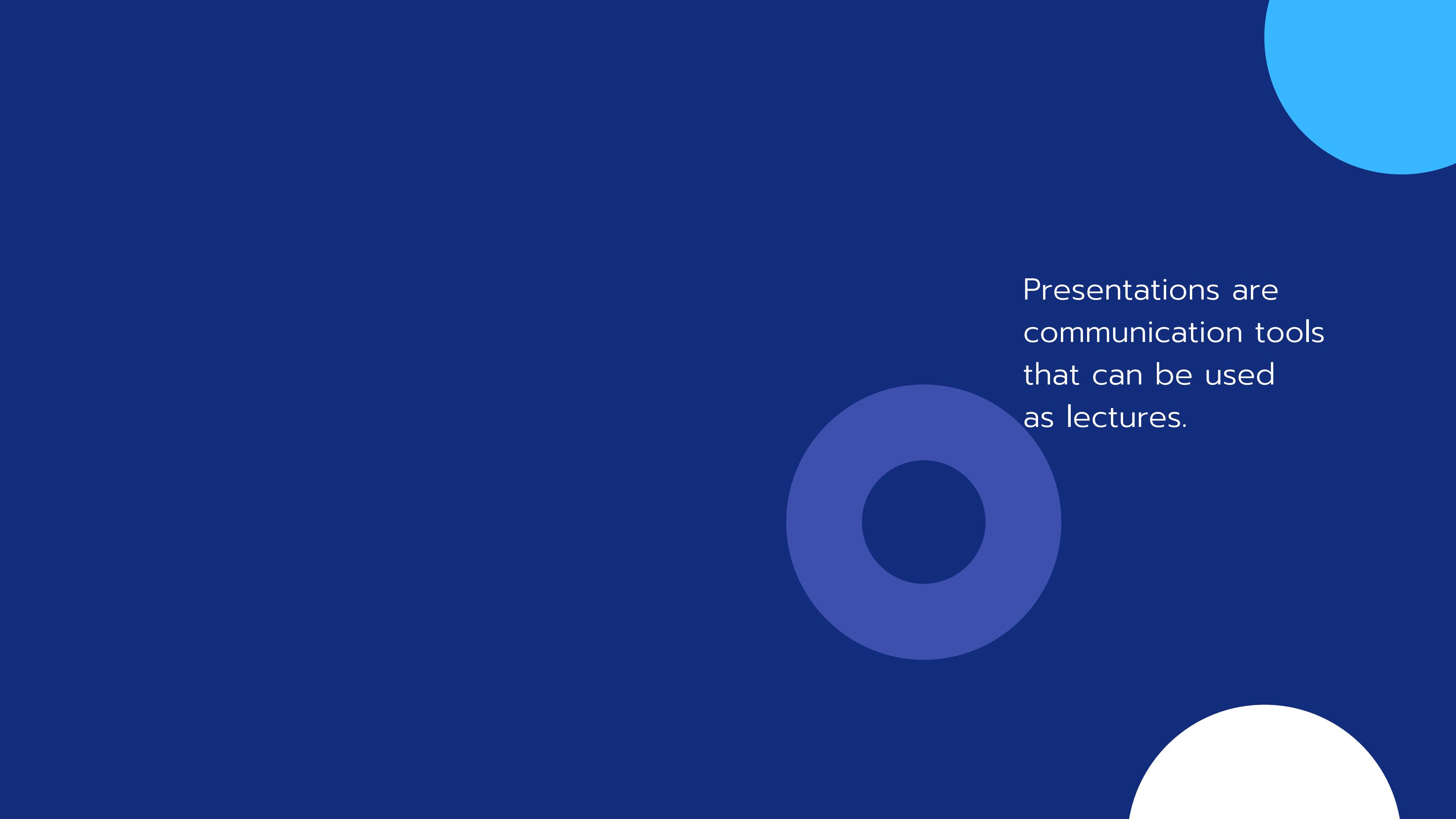
Presentations are tools  
that can be used  
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## TWITTER

Presentations are tools  
that can be used  
as lectures.

# Social Media Platforms

The background features a dark blue gradient with three overlapping circles. A large white circle is at the bottom right, a medium-sized light blue circle is at the top right, and a smaller dark blue circle is positioned in the center-right area.

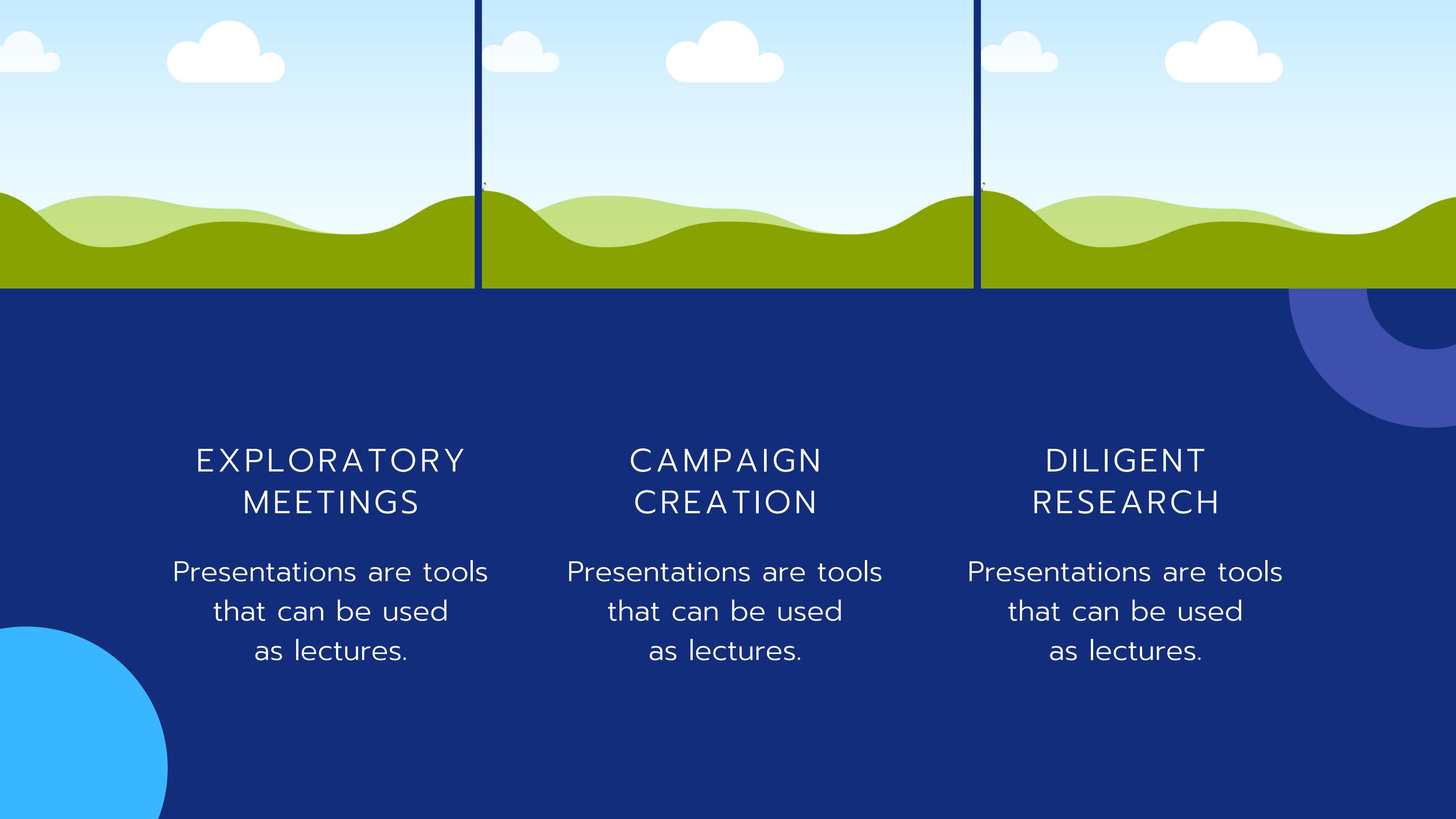
Presentations are  
communication tools  
that can be used  
as lectures.

## **TRADITIONAL ADVERTISING**

Presentations are communication tools that can be used as lectures.

## **ADVERTISING TODAY**

Presentations are communication tools that can be used as lectures.



## EXPLORATORY MEETINGS

Presentations are tools  
that can be used  
as lectures.

## CAMPAIGN CREATION

Presentations are tools  
that can be used  
as lectures.

## DILIGENT RESEARCH

Presentations are tools  
that can be used  
as lectures.

# Let's work together!

## OUR GUIDING PRINCIPLES

### HEADQUARTERS

123 Anywhere St., Any City, State,  
Country 12345

### PHONE

123 456 7890

### EMAIL

[hello@reallygreatsite.com](mailto:hello@reallygreatsite.com)

# Free Resources

Use these free, recolourable icons and illustrations in your Canva design.



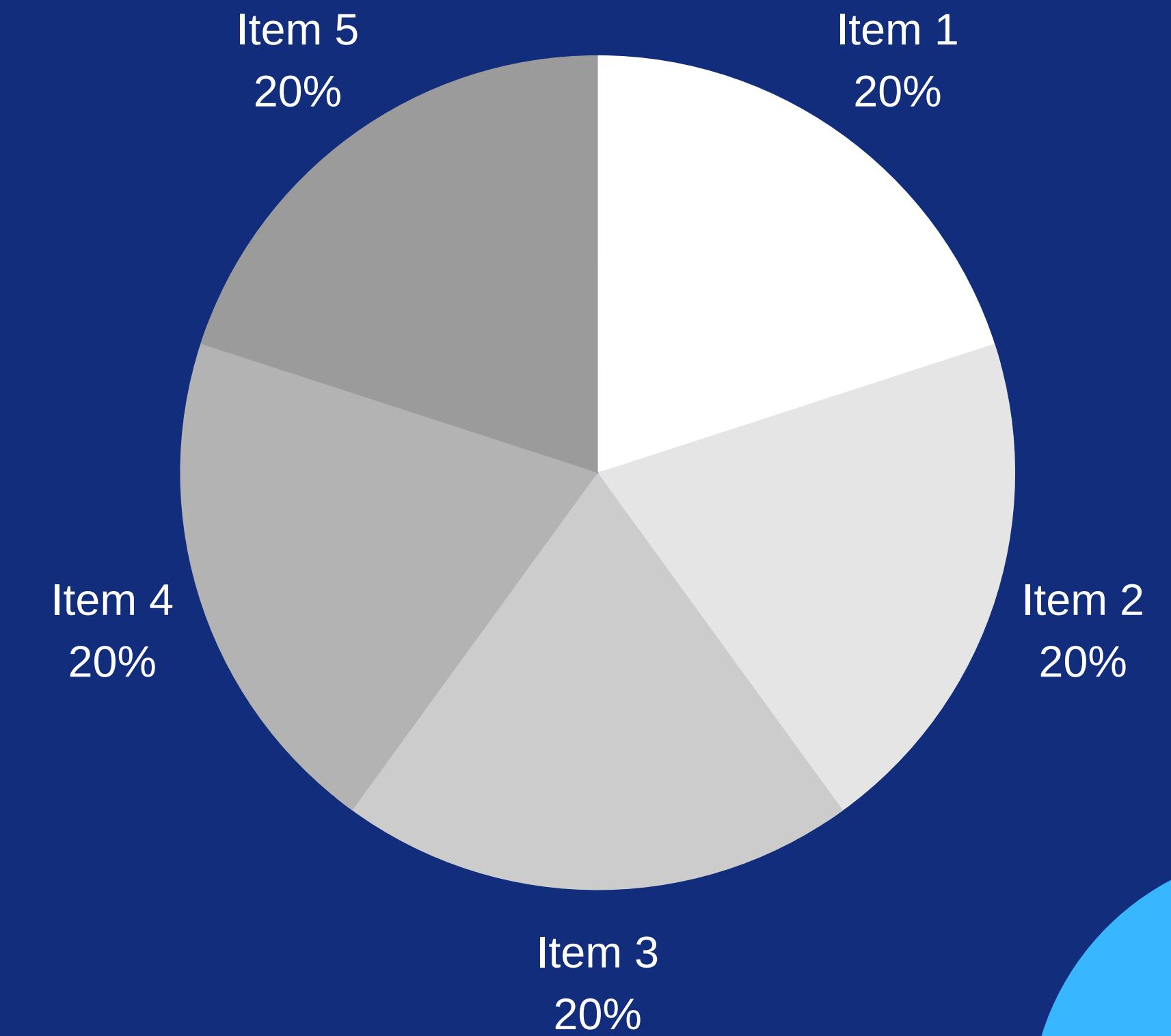
# No Way to Go but Digital

## AN URGENT MATTER

Presentations are communication tools that can be used as lectures.

# Breakdown of Ad Spend

**FROM AGENCY REPORTS**



# Emerging Industry Leaders

## AGENCIES TO WATCH

Presentations are tools that can  
be used as lectures.

# Our Agency

ADAPTIVE

Presentations are communication tools.

CREATIVE

Presentations are communication tools.

PROFESSIONAL

Presentations are communication tools.



# What We Do

## TRADITIONAL MEDIA

Presentations are tools that can be used as lectures.

## DIGITAL MEDIA

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## EVENTS

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**SENSIBLE + FLEXIBLE**



# How We Adapt

Presentations are communication tools that can be used as lectures.

# What Our Clients Say

KEILA YHABUT

Marketing Head

Presentations are communication tools that can be used as lectures.



# What Our Clients Say

MAYUMI GAMUZZA  
Business Development Officer  
  
Presentations are communication  
tools that can be used  
as lectures.

# What Our Clients Say

KEILA YHABUT

Marketing Head

Presentations are communication tools that can be used as lectures.



We make you stand out!

## DILIGENT RESEARCH

Presentations are communication tools.

## UNIQUE CONCEPTS

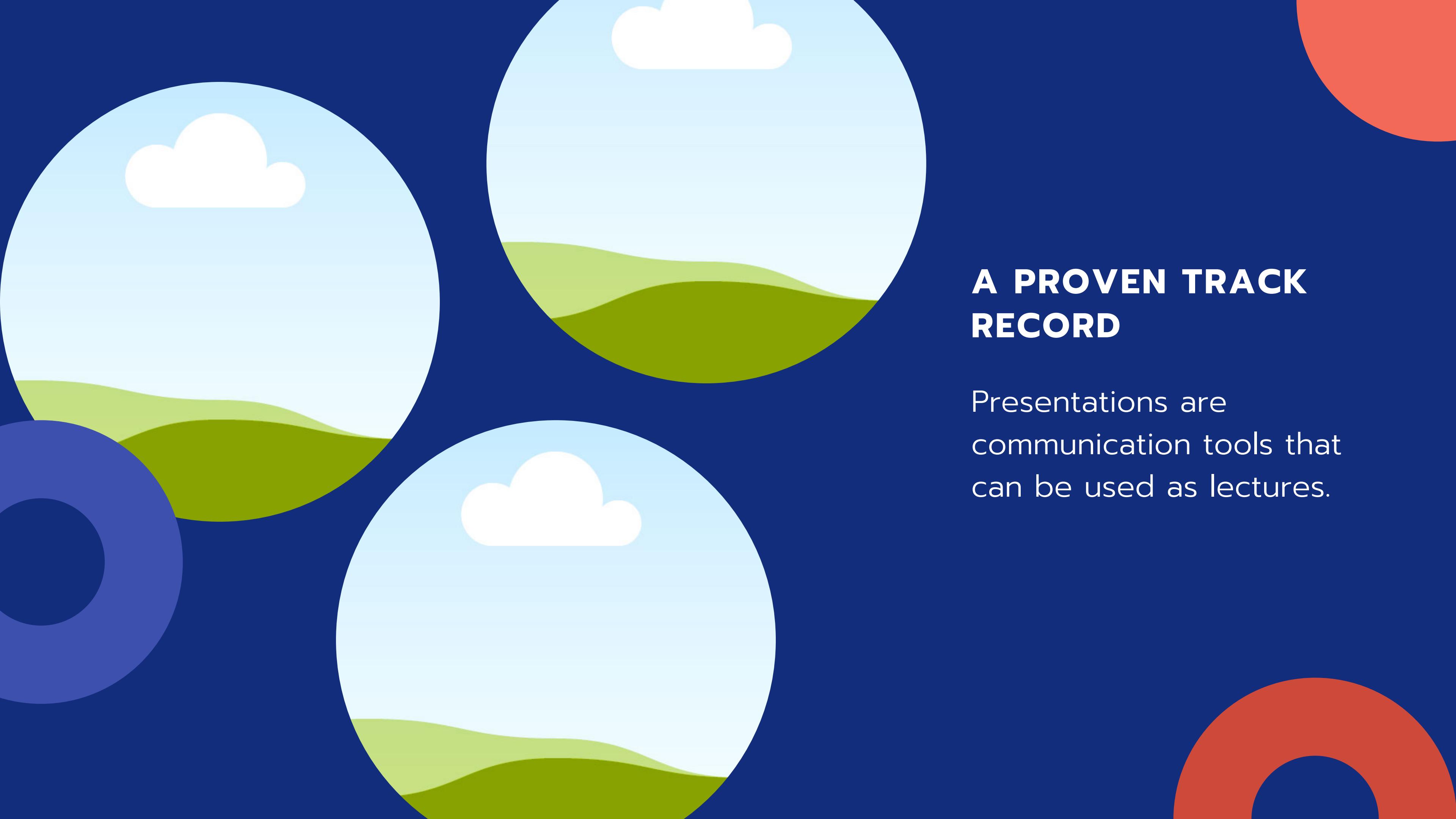
Presentations are communication tools.

## CREATIVE CAMPAIGNS

Presentations are communication tools.

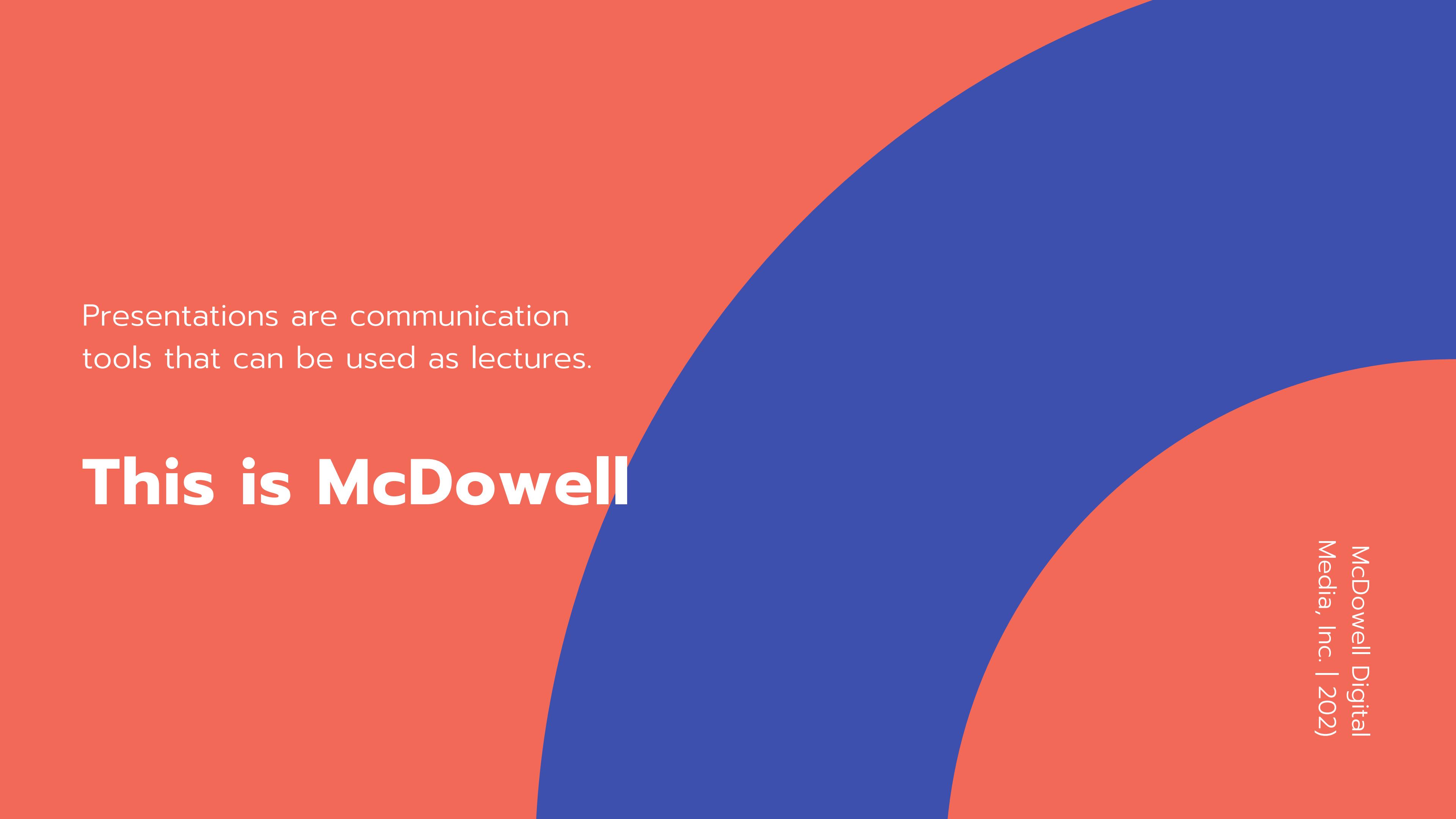
## DIRECT BUSINESS IMPACT

Presentations are communication tools.



## A PROVEN TRACK RECORD

Presentations are communication tools that can be used as lectures.



Presentations are communication  
tools that can be used as lectures.

**This is McDowell**

# Moving Forward

**BOLD PROJECTIONS**

YEAR 1

YEAR 2

YEAR 3

Presentations are  
communication tools.

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