

# 5 - Useful context to get your head around what i have done quickly

Tags

## List of all changes made to the dataset

- Create Hierarchies
  - Country,State,City | Location
  - Product,Product Type,Type,Product Line | Product
- Delete/Hide of 'Country' field. Constant and not useless
- Rename of the following Fields for more clarity
  - Product → Product Name
  - Type = [Regular, Decaf] → Brew Type (something more descriptive)
  - Total Expenses → Additional Expenses(See description, that's more descriptive)
- Calculated Fields
  - [Given from coursework] Margin = Sales – COGS
  - [Given from coursework] Profits = Sales – COGS – Total Expenses(Additional Expenses)
  - [Ours] Budget other expenses = Margin - Profit
  - [Ours] Sale Expenses = COGS + Other Expenses
  - [Ours] ROI (Return of Investment) = Sales/ Sales expenses
  - [Ours] Budget COGS Performance = [COGS]/[Budget COGS]
  - [Ours] Budget Profit Performance = [Profit]/[Budget Profit]

- [Ours] Budget Margin Performance = [Margin]/[Budget Margin]
  - [Ours] Budget Additional Expenses Performance = [Additional Expenses]/[Budget Additional Expenses]
  - [Ours] Budget Sales Performance = [Sales]/[Budget Sales]
  - [Ours] Overall Budget Performance = ( $[COGS]+[Profit]+[Margin]+[Additional Expenses]$ )/ ( $[Budget\ COGS]+[Budget\ Profit]+[Budget\ Margin]+[Budget\ Additional\ Expenses]$ )
  - Sets
    - new 'Set' variable, combining Product type(Coffe,Espresso,Herbal Tea,Tea) and Brew Type(Regular,Decaf)
  - Dummy Data
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## Book names and their contents

book-1	Stage -1 Where we are today- managmental treemap of expenses per region per product
book-2	Stage -1 Where we are today- managmental treemap of ROI per region per product
book-3	Stage -1 Where we are today- managmental treemap of ROI per region per product with average reference line of 12%
book-4	Stage -1 Where we are today- C Level ROI with reference line of 12%
book-5	Profit Budget Performance vs Budget COGS Performance
book-6	Profit Budget Performance vs Budget COGS Performance