

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

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