

3 - BIDF and Storyboard

Tags

BIDF Analysis

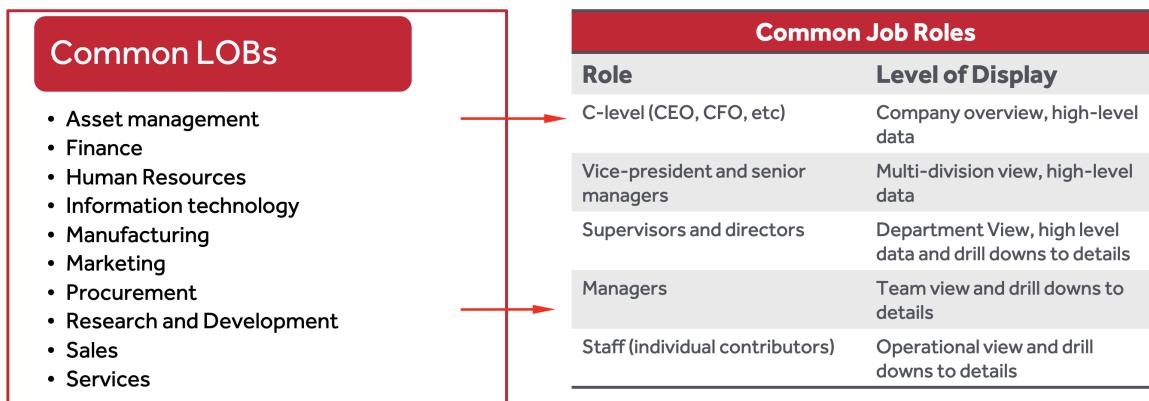
Parts

- Section 1 : Where are we today (Current State)
- Section 2: Trends
 - How do we got here?
 - Problems and opportunities
- Forecast
 - Where we will go if nothing changes?
- What-if's
 - What can we change to achieve or exceed our goals?

Identify our Audience

2 Dashboards will be deployed, one on C level (high level visualization) and one managemental (detailed visualization).

Storyboard – Identify your audience



Document Goals(excluding BIDF steps)

- areas business doing well or not so well
- performance at different locations
- impact of marketing
- most popular products, how variables affect them

Remember that our goal is to convince the business to consider BI tools, we should convince them that, given a goal, we can track progress and shit. This is not a play-by-book scenario, is subtly different

Storyboard – Document Goals

- In addition, the goals need to include quantifiable responses that can be measured with a defined target. Each goal should tie directly to solving one or more of the problems identified in the responses to the first question, which is the only way you'll be able to measure the return on investment of your Big Data visualization project.

Goals

- Bring Costs Down
- Increase Sales and Profits
- Better budgeting (Maybe, if we have time...)

KPIs

variables that we will apply our ‘target’s?’ (we dont have target, but we need to define kpis)

- KPIs
 - Bring Costs Down
 - COGS and ‘Other Expenses’
 - sales and profit related KPIs
 - Sales and Profit variables
 - better budget planning
 - Budget XXX vs XXX

Variables to compare with

- How inventory affects budgeting and how budgeting affects ??? per xxx
- How marketing affects sales per xxxx
- how expenses are affecting profit margins per xxxx

Stuff to include as well

- popular products, profitable products
 - How

Write that our kpis are S.M.A.R.T

 Reading

Storyboard – Goals and KPIs



- **Specific:** Refine your KPI to give you the best information about your progress.
- **Measurable:** KPIs should be measured frequently enough to help you stay on track, usually on a daily, weekly or monthly basis.
- **Assignable:** The goal owner is also responsible for the KPI—that's what makes it a key performance indicator.
- **Relevant:** Rather than being relevant to your “why,” the KPI should be directly connected to the goal. (This should be easy if your goal is sufficiently specific.)
- **Time-bound:** In addition to your deadline, build milestones into your KPI so you can stay on track.

17

Before we start. We need to define the data needed to be seen by management and C Level

- C Level
 - Per State (Wales,Scotland,England)
 - Per Product Type
- Management
 - Per City
 - Per Line,Brew,Name

Before we start part 2

We will view every piece of evidence below, under the prism of one of the following questions.

- does the evidence suggests that this area going well for the business
- not so well?

And then we will categorize, we will write all the areas that we are doing well, after that we will write parts that we dont do so well, finally we will suggest what metrics or goals we should set to improve

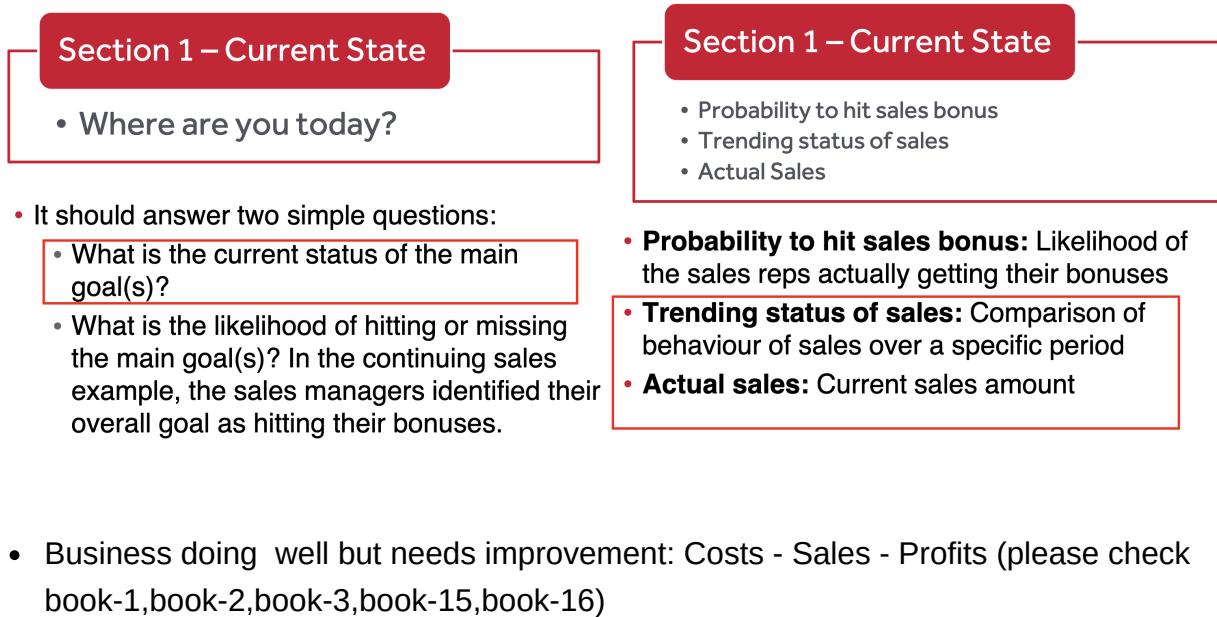
The categorization is as follows

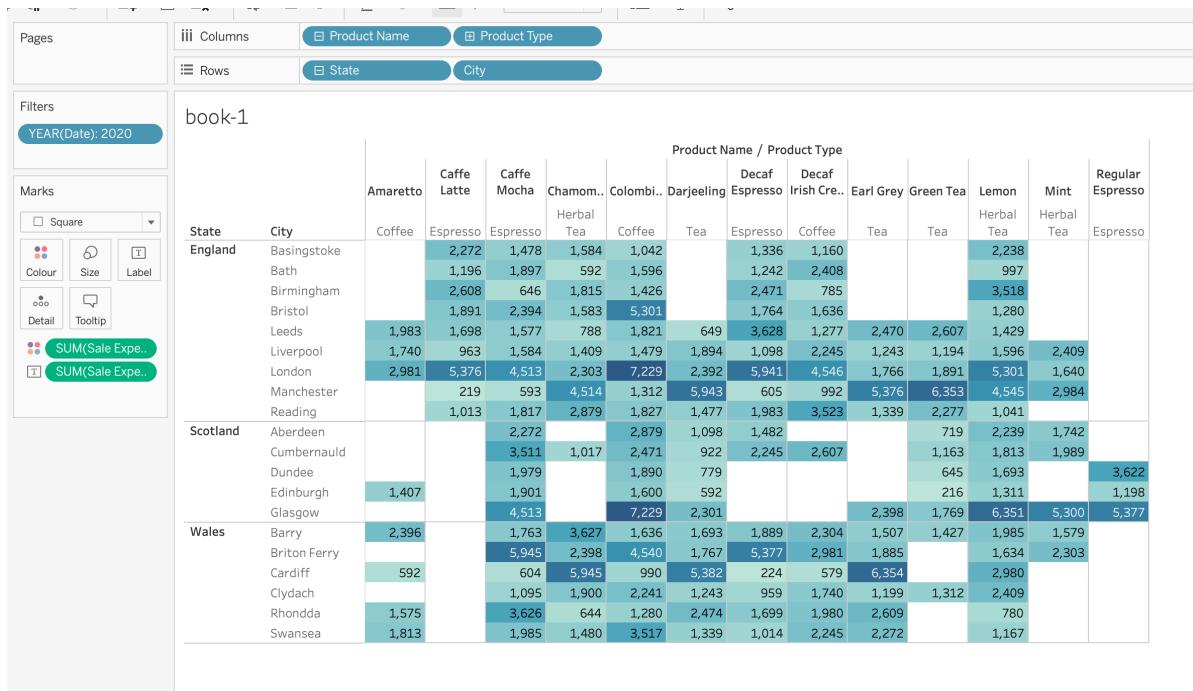
- Doing Well
 - Marketing response vs sales
 - Popular products
- Not so well
 - Costs-Sales-Profits
 - Budgeting

- Un popular products

Step 1 - Where we are today?(Assume, today is the end of 2020)

Create your story - Example

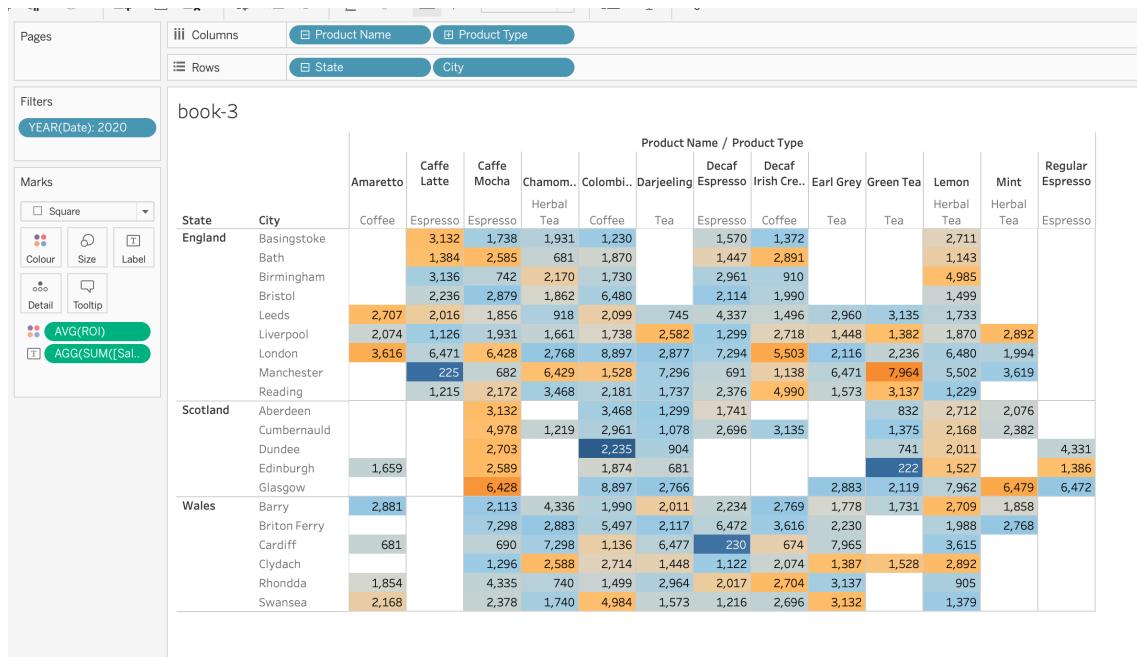




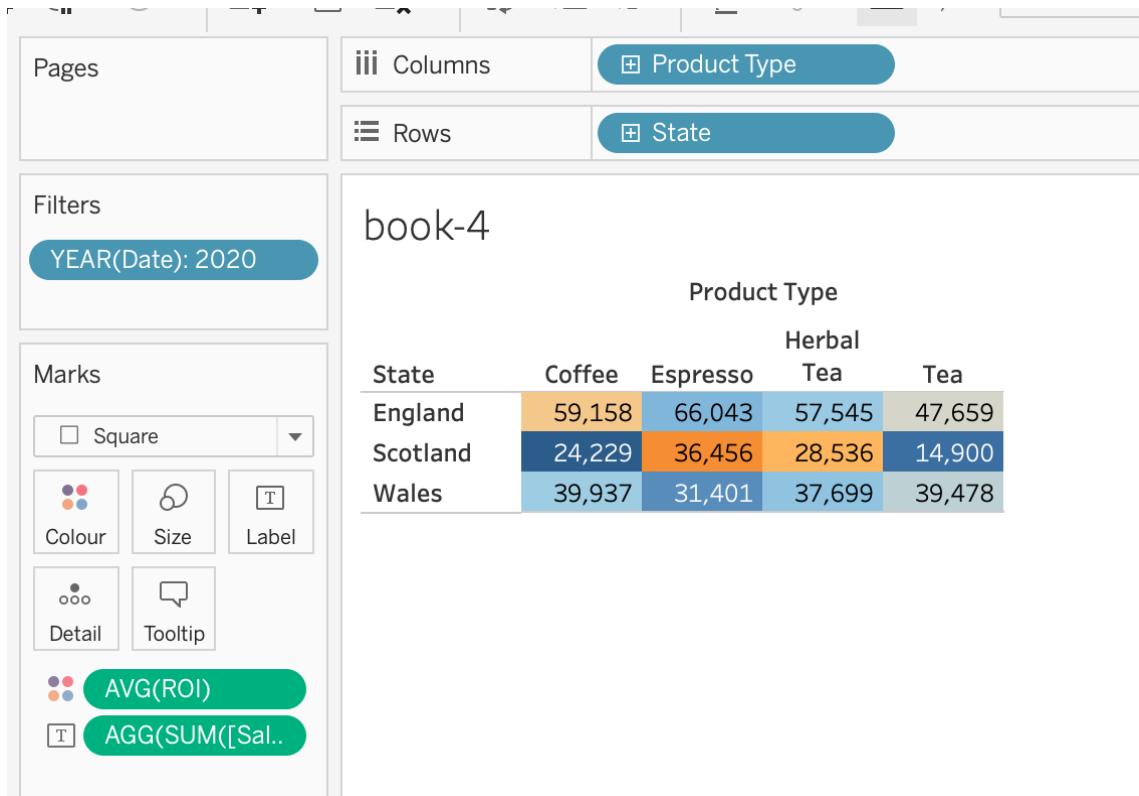
- Thats tricky, some places have very high costs, but thats because they sell a lot, we are interested to see the costs per pound sold or cost per pound profit or something
 - So we should create a new field, to calculate the total costs for a given point
 - Sale Expenses = COGS + Other Expenses
 - and finally, we should create ROI Field
 - $(([Sales]-[Sale Expenses]-[Marketing])/([Sale Expenses]+[Marketing]))*100$

Not quite sure what we should add it now, as maybe 'increasing our ROI to be average at least may be considered a goal, and now we just evaluate the 'now".

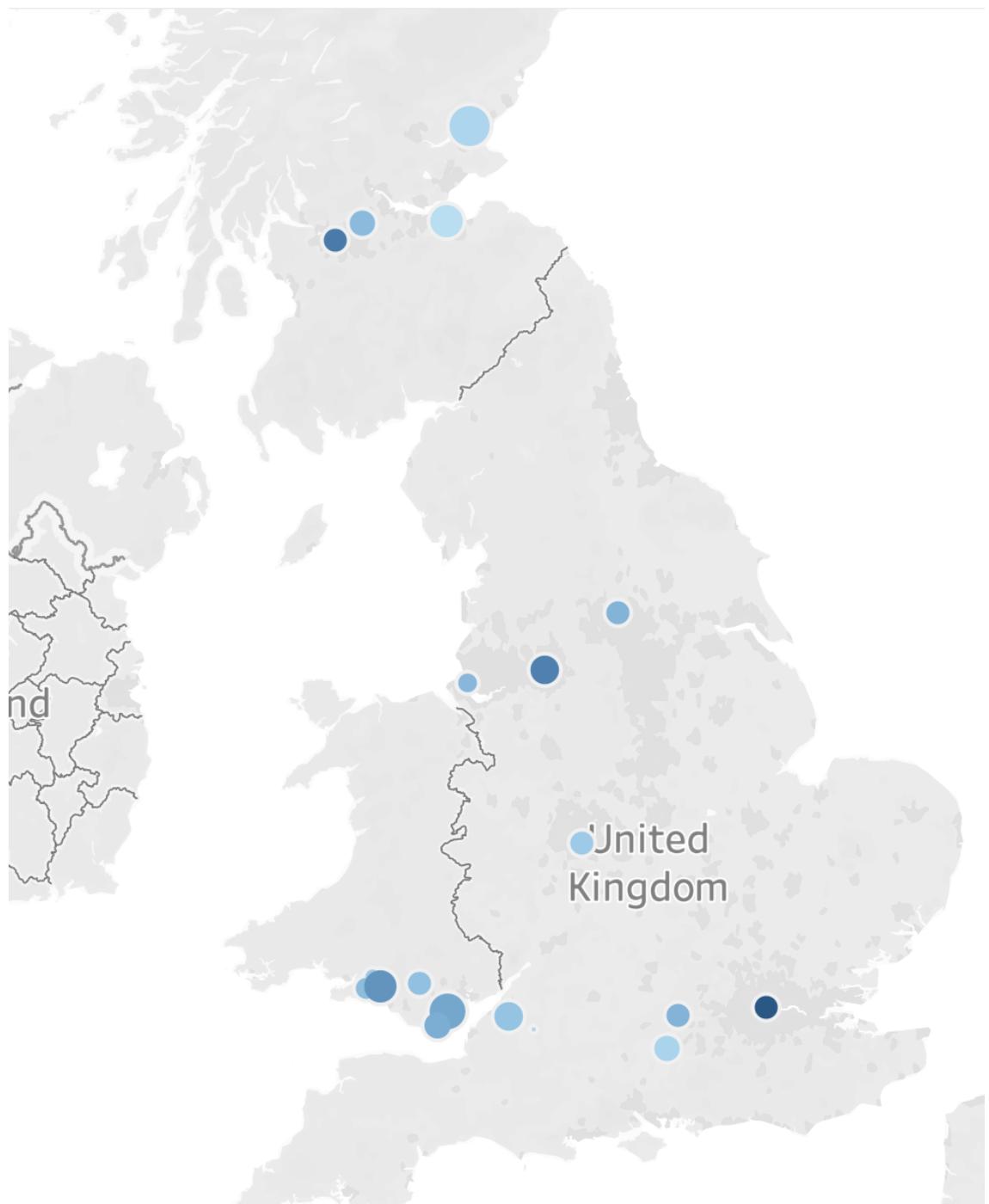
- Appropriate graph?
 - Managmental → TreeMap (Shown Above) (book-3)



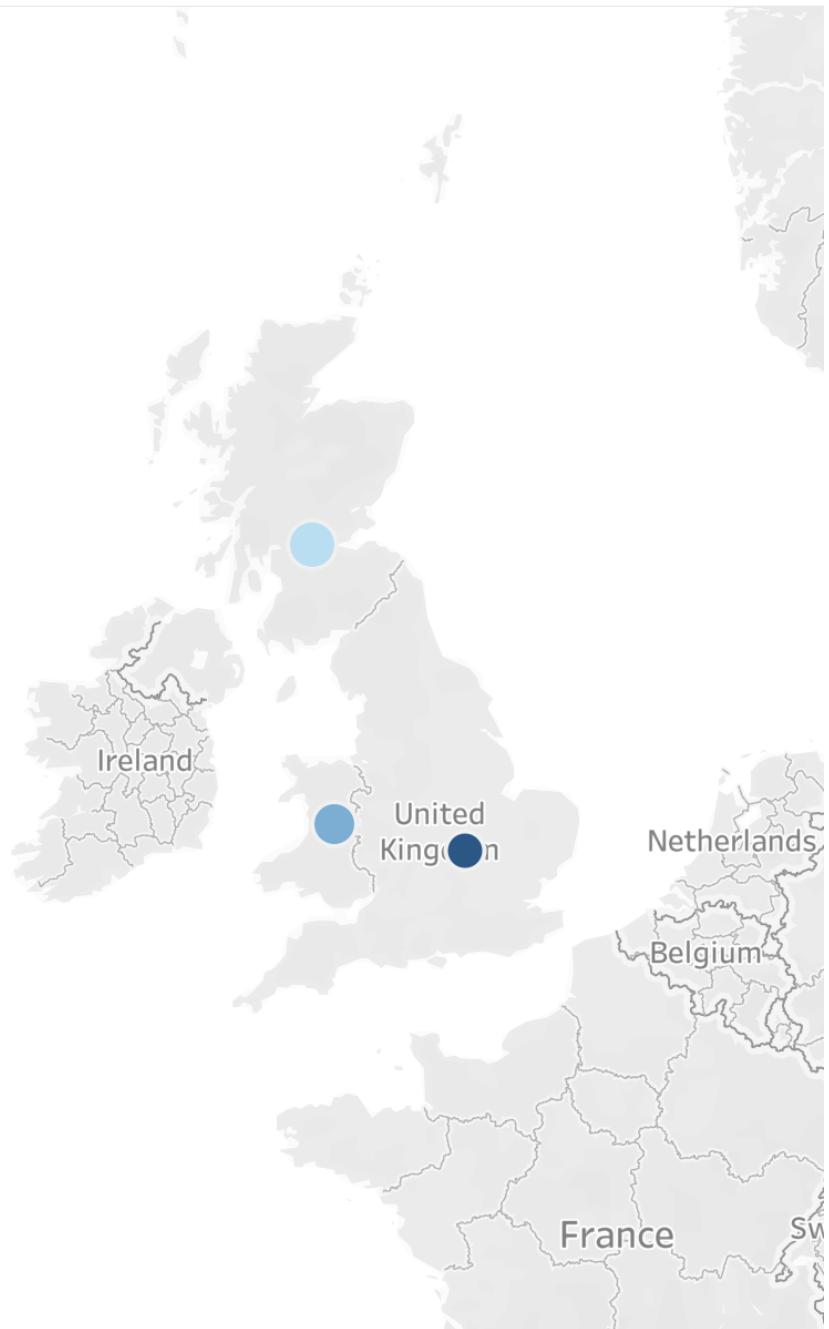
- C Level → Tree map with less categories (book-4)



- Here we can show a map a well!(book-15,book-16)
 - Managmental-Level



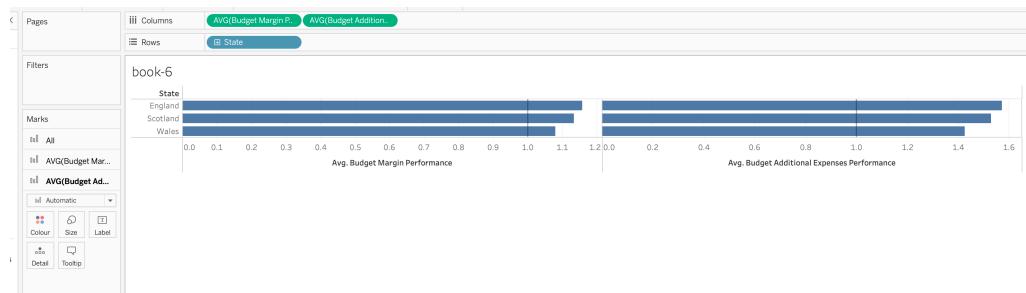
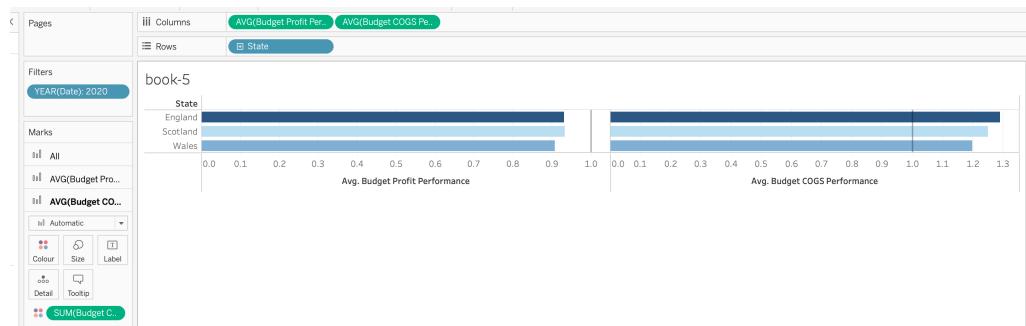
- C-Level



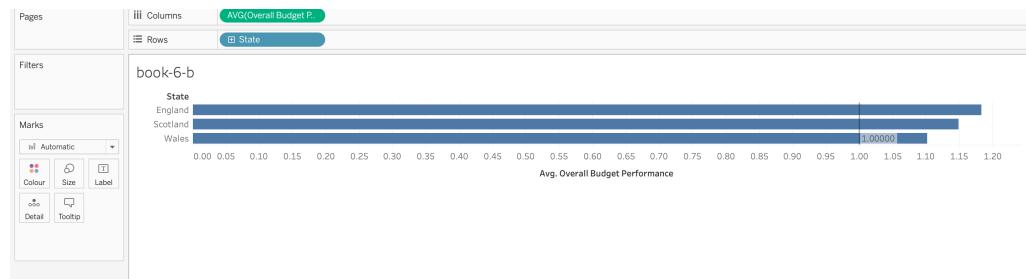
- - Budgeting(please see book-5,book-6)
 - For the purposes of evaluating the budgeting performance, we should create 5 new fields

- o → When you evaluate your budget, you compare what you spent against what you planned to spend (source : <https://www.thebalance.com/how-to-evaluate-your-budget-2385694>)

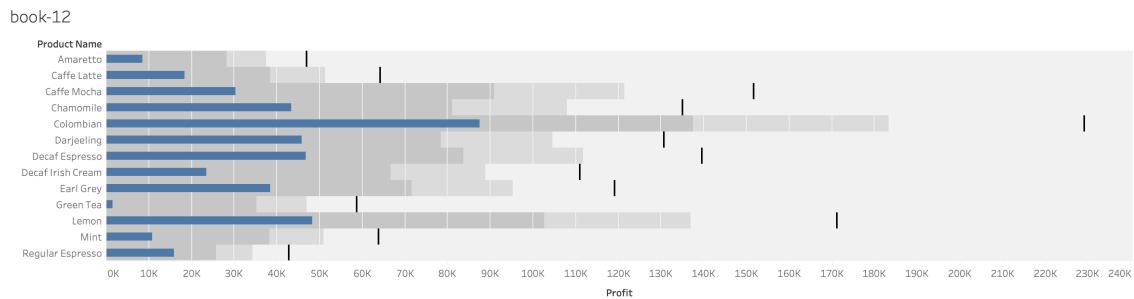
- Simple fractions, ideal scenario, XXX and Budget XXX to be equal (=1)
- Managerial Level
 - Budget COGS Performance = [COGS]/[Budget COGS]
 - Budget Profit Performance = [Profit]/[Budget Profit]
 - Budget Margin Performance = [Margin]/[Budget Margin]
 - Budget Additional Expenses Performance = [Additional Expenses]/[Budget Additional Expenses]
 - Budget Sales Performance = [Sales]/[Budget Sales]



- C-Level
 - Overall Budget Performance = $([COGS]+[Profit]+[Margin]+[Additional Expenses])/ [Budget COGS]$

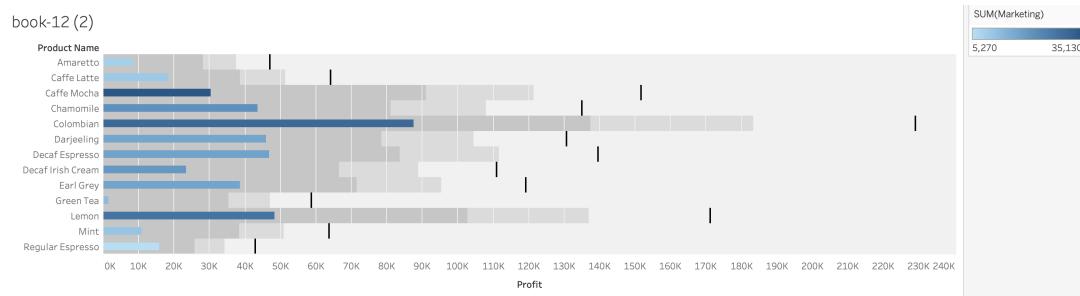


- Popular products(book-12,book-13,book-14)
 - Popular products with their profitability, shown below

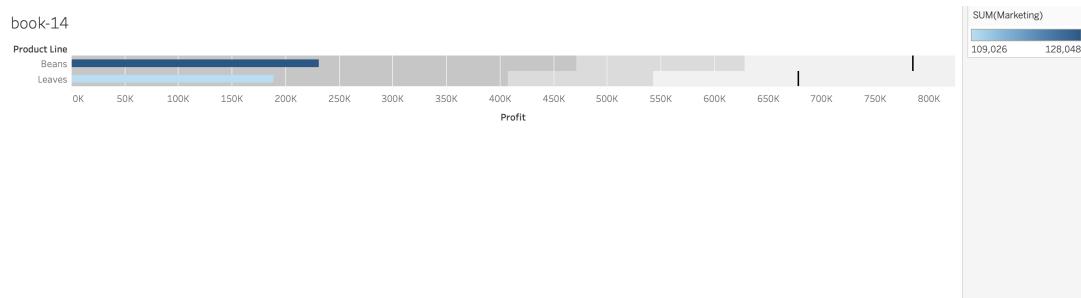


- A lot of stuff can be deduced here
 - Blue length is profit, gray is expenses
 - Green tea is shit, is super expensive to sell and doesn't return a noteworthy profit
 - better marketing required (you can use the marketing view to prove that green tea is very responsive to marketing ;))

Check book 13 (intensity of blue, marketing applied)



- Colombian is the most popular product we sell
- I think managemental and C level can view the same here, we cannot reduce the info here, is the most popular product(product name). Maybe we can show on C level, only (coffee,tea) distinction
- check book-14 and if you like it, include it, i think it misses the point



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what we have learned from Step 1 - where we are now?

a ton of stuff from profit-sales-costs treemaps (but its boring to write them here, but you got the point)

We underestimate additional expenses significantly(40%-60%)

we underestimate COGS and Margin lightly (11%-12%)

we overestimate profit lightly (approx 10%)

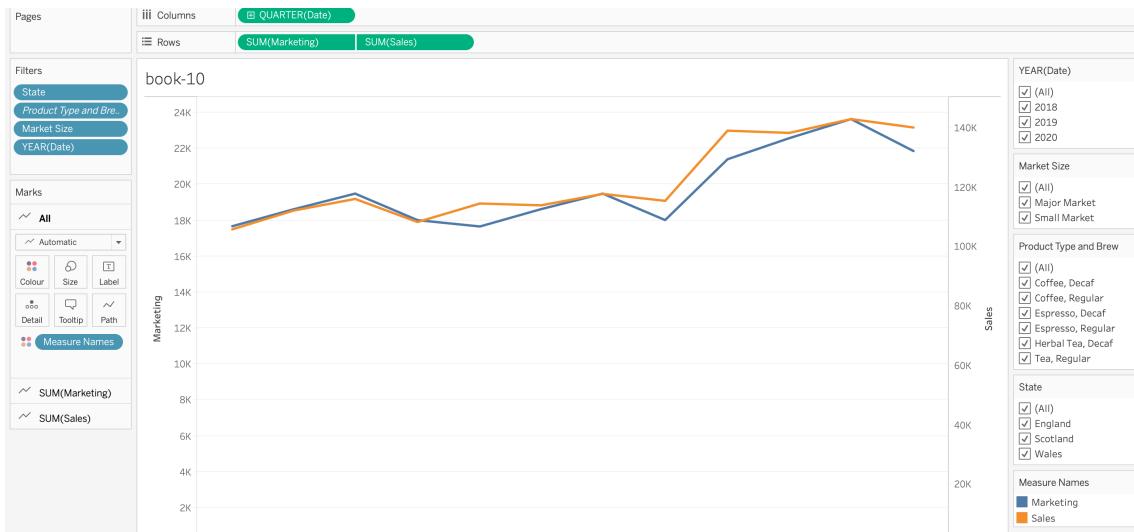
most popular and most profitable products

performance per location on sales-profits-etc

Step 2 - Trends(book-7,book-8,book-9,book-10)

Initial ideas that i had

- How Marketing affects sales per region or per product
 - C-Level will only see the general trend (that marketing follows sales) (book-10)



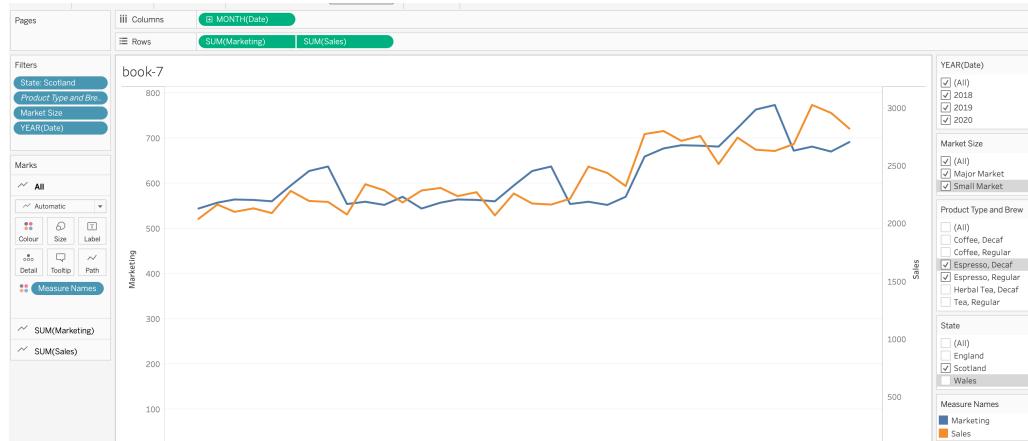
- Managerial will see the following...

- Steps that i did
 - I created a new 'Set' variable, combining Product type(Coffe,Espresso,Herbal Tea,Tea) and Brew Type(Regular,Decaf)
 - Then i created filters and stuff, to see various responses on various categories
- I created book-7 to analyse the sales response to marketing, and seems that the sales indeed respond very consistently with increase/decrease in marketing spending. Have a look

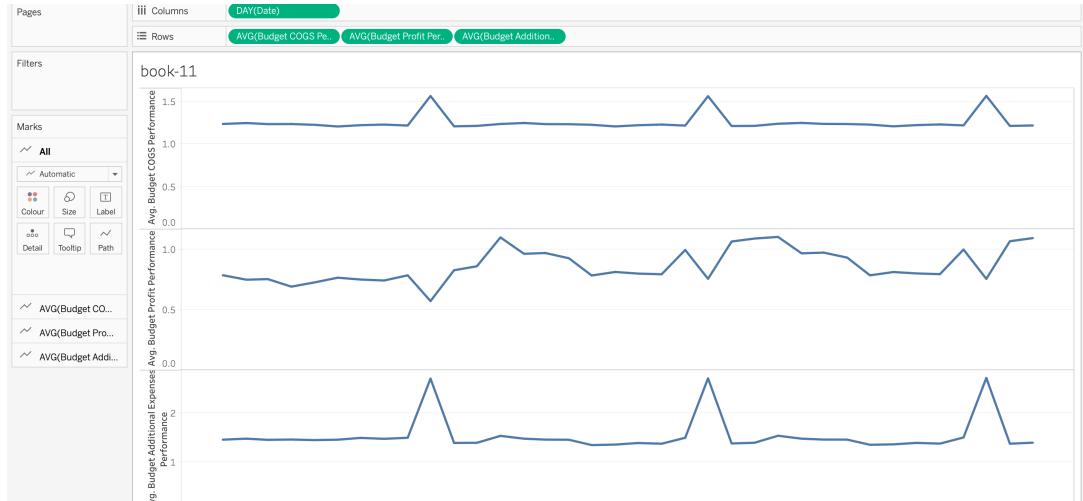


- What i have learned from marketing

- Sales response to marketing has been pretty consistent, so it's a definite factor on the success of the company so far (no shit)
- I checked all of the combinations, and all of them seem to follow the trend, the only case that the sales is not very responsive, is on Major markets, Espresso products Scotland state, 2018-2020. This is something that we can write on the 'what if's' later on



- How inventory affects budgeting
 - Not seem to having any relation
- inventory vs costs, does having bigger inventory drops costs?
 - Not seem to be the case
- Budgeting trends
 - There are some consistent patterns when we talk about budgeting,
 - C-Level will cannot see only the overall performance index because some indexes cancel out (for example budget profit vs budget additional expenses) we will only show however the problematic budget performance indexes(book-11)

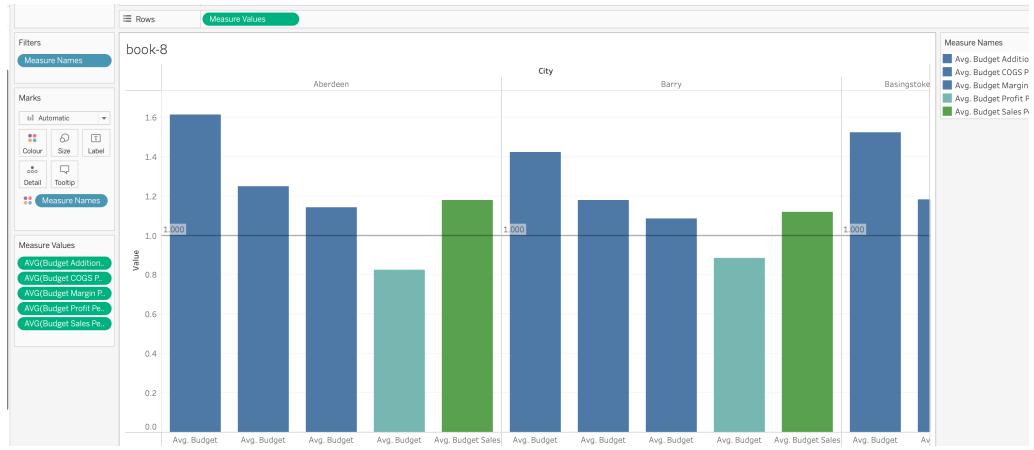


■ Managerial follows...

- Their budgeting planning are quite good, with a notable exception, every September/October/November (Probably after summer, when the retail sector shakes due to the end of the tourist season) they have a hard time adjusting their budgeting to normal



- Hence they need to alter their processes to improve on that(thats for the what-ifs section!) I have created a graph whitch reveals exacly what locations does those mistakes



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Step 3 - Forecast if IDLE

Step 4- What ifs and Suggestions

- The 'after summer' budgeting issue
- Increase marketing consistently leads to increase sales
 - But keep in mind Major markets, Espresso products Scotland state, 2018-2020

Have you used drilldowns? check tableau cool features

What if?

/bul