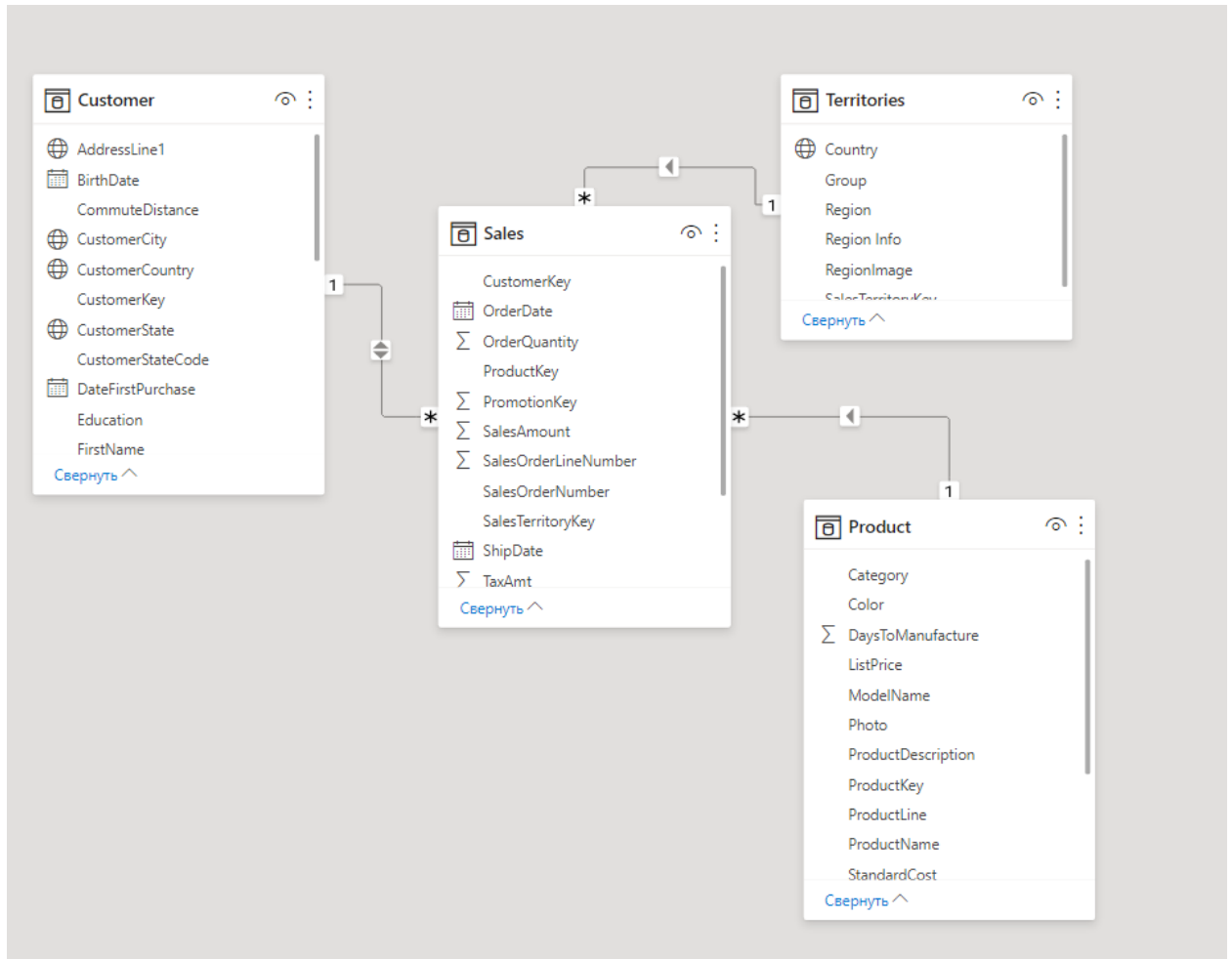


Модели данных и примеры визуализаций кейсов

По данным кейсов можно провести ABC-XYZ-RFM- анализ по товарам и клиентам, например отток клиентов Churn(Yes/No), посмотреть динамику продаж, анализ временных рядов, поиск аномалий и ассоциативных правил

Кейс 1:

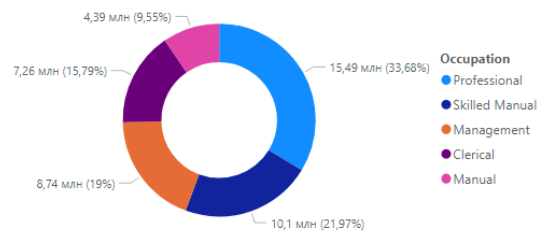


45,98 млн
Sales

29,31 млн
Total Sales Amount



Sales по Occupation

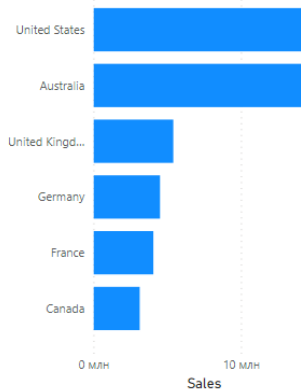


01.01.2014 30.12.2016

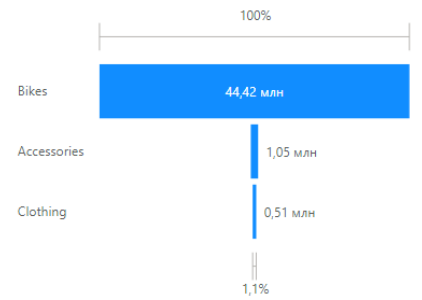
Education

Gender ☐ F ☐ M

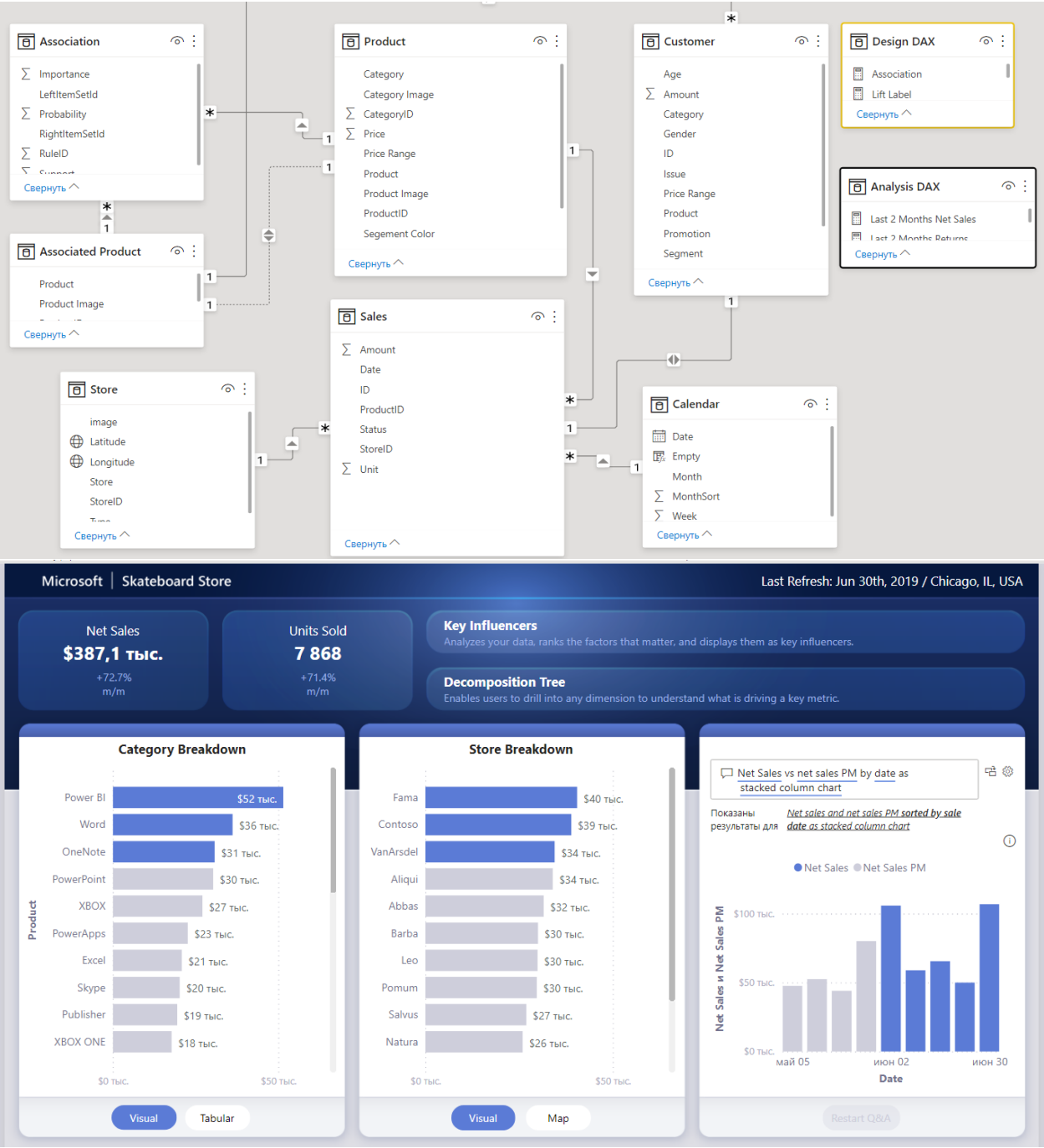
CustomerCountry



Sales по Category

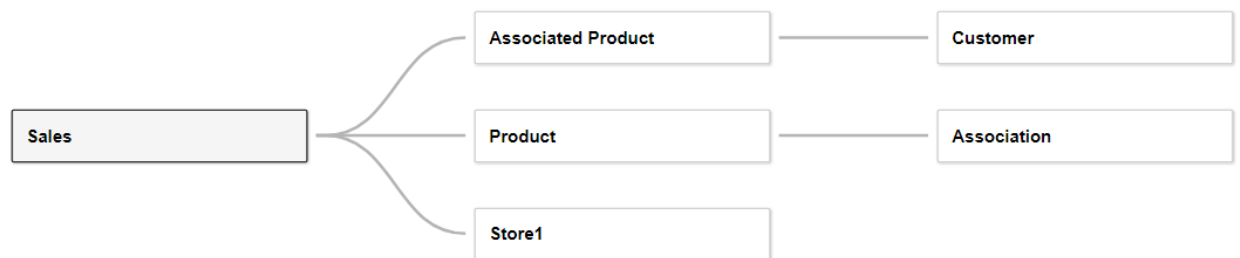


Кейс 2:

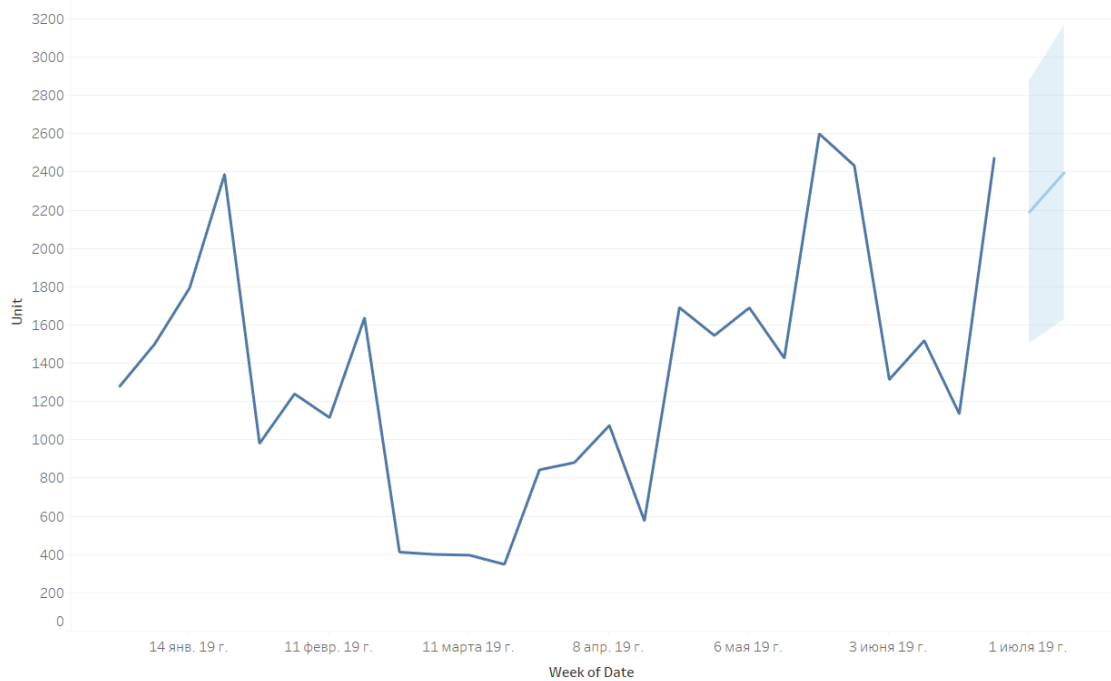




Модель в Tableau:

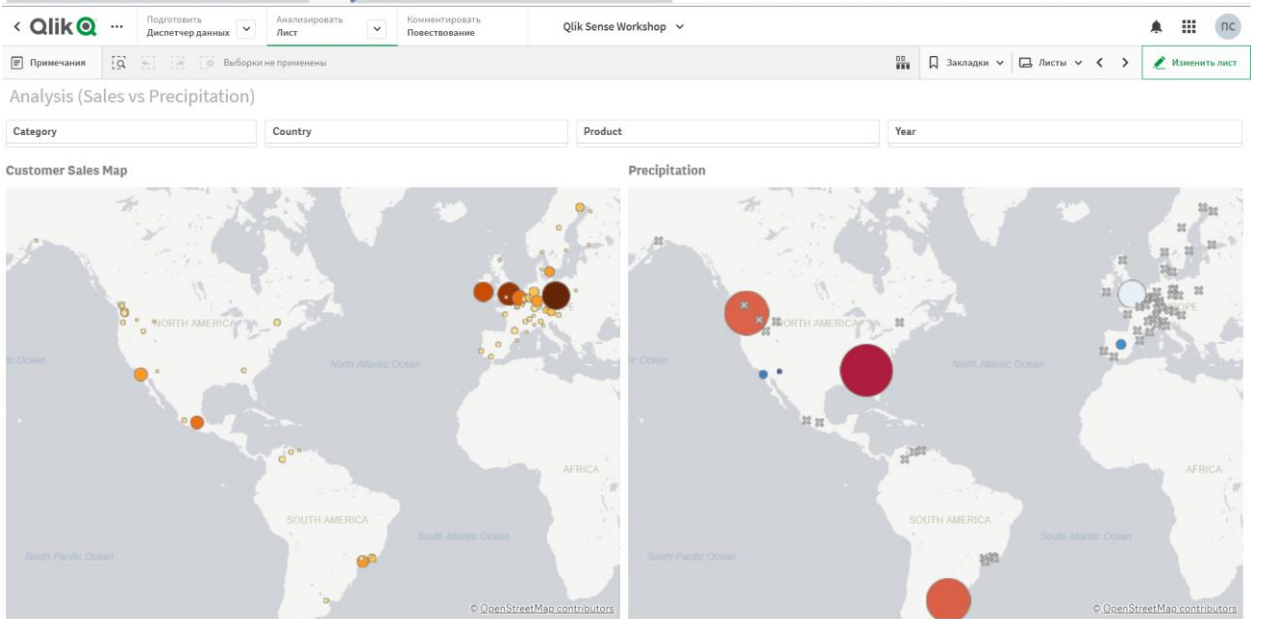
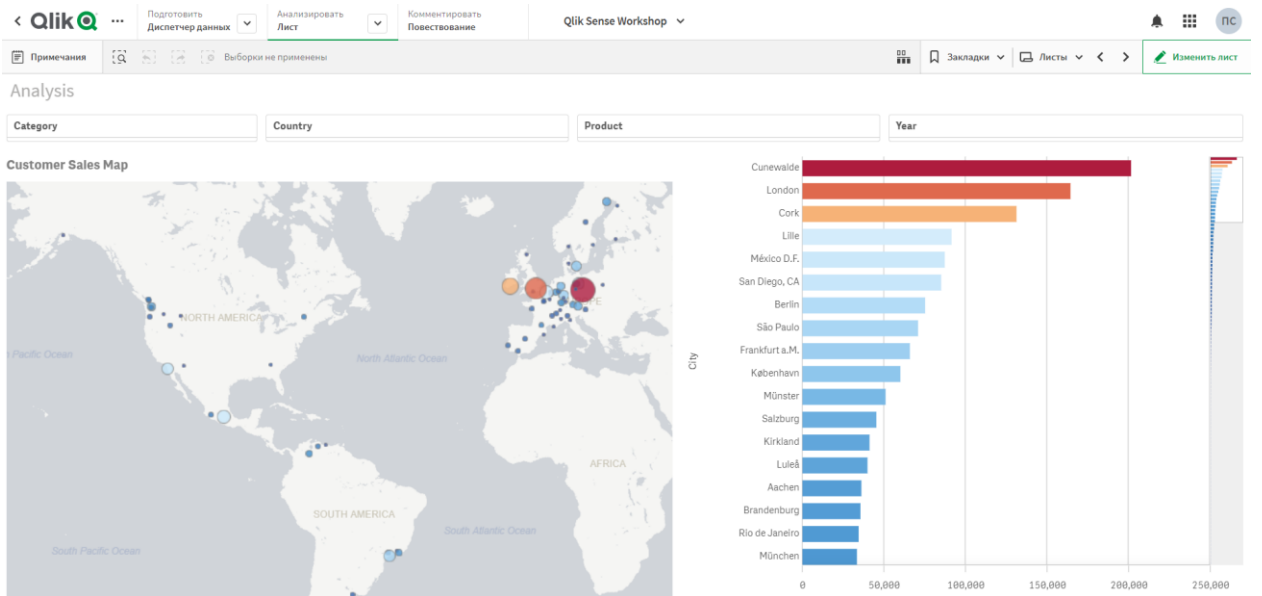


Sheet 1



Кейс 3:





Qlik Sense Workshop

Reporting

Category Country Product Year

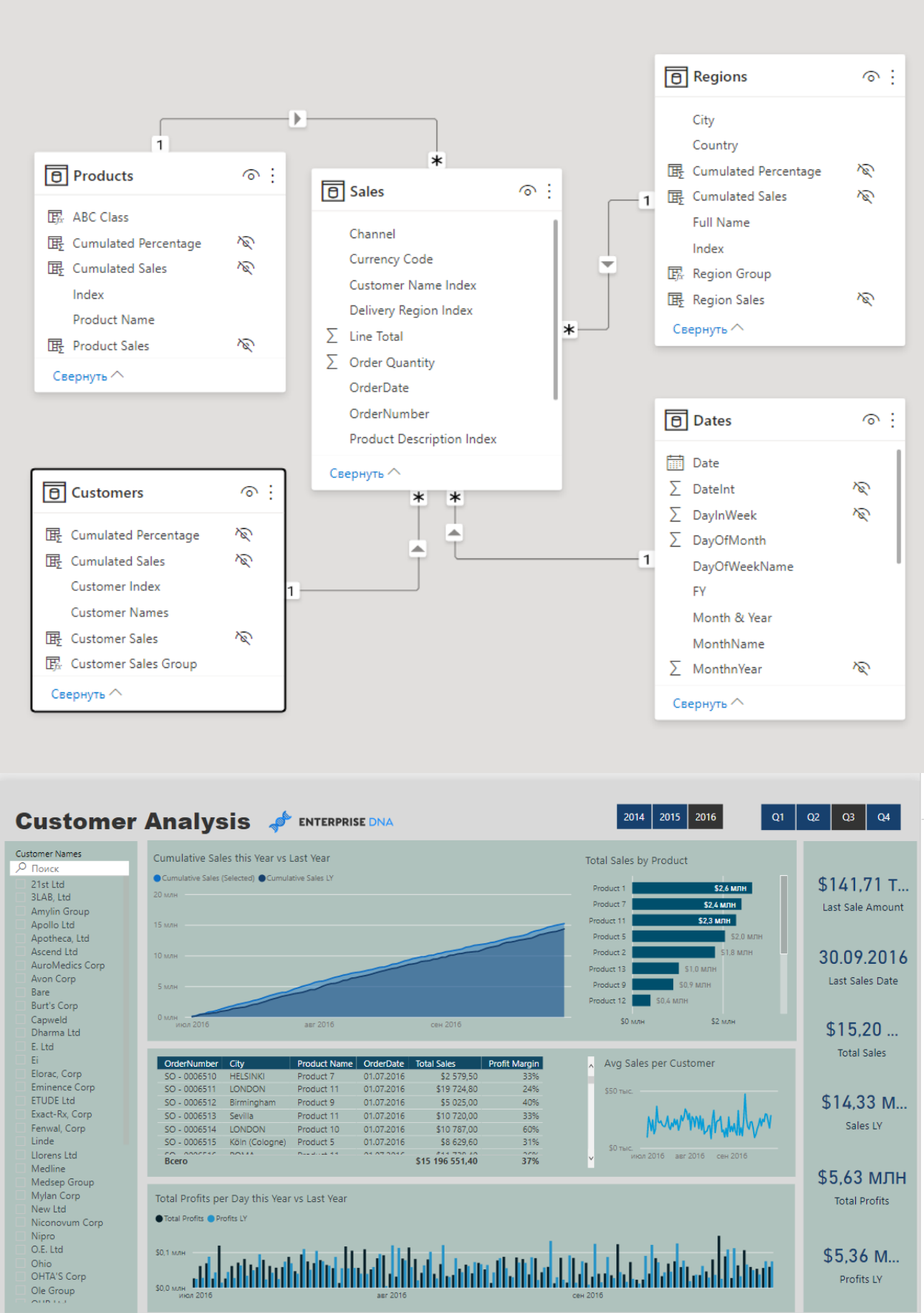
Customer Orders

Customer	City	Sales	# Orders
Итого		\$1,783,148	2,172
Grunewald	Cunewalde	\$701,320	106
Th Fashing	London	\$152,115	125
Boleros	Cork	\$131,133	140
Champes	Lille	\$91,362	72
The Corner Store	San Diego, CA	\$82,520	127
Eintrach GS	Berlin	\$75,154	82
Don Balón	México D.F.	\$68,266	70
Warp AG	Frankfurt a.M.	\$65,816	72
Rode & Vite	København	\$59,977	92
Boombastic	Münster	\$50,922	48
Roba di Piel	São Paulo	\$49,783	40
Extrawagens	Salzburg	\$45,274	52
Bond Ltd	Kirkland	\$41,087	57
Urras Shop	Luleå	\$39,839	52
Gludersedt	Aachen	\$36,098	45
Noch Einmal GMBH	Brandenburg	\$35,526	39
Halle Köln	München	\$33,365	48
Menège à Trois	Strasbourg	\$27,641	26
El Zapato Rojo	San Cristóbal	\$27,576	45
Nirvana Stores	Seattle, WA	\$22,722	40
FI Carnevale	Rio de Janeiro	\$22,545	37

Pivot Table - Category/Product trend

Category	Product	Month				
		Jan		Feb		Mar
		Sales	Margin %	Sales	Margin %	Sales
Babywear		\$10,172.88	23.0%	\$9,052.67	22.8%	\$20,391.02
Bath Clothes		\$1,901.06	20.7%	\$1,215.00	13.0%	\$1,902.08
Children's wear		\$3,745.30	19.0%	\$2,899.93	26.0%	\$10,212.75
Ladies' Footwear		\$11,472.49	19.4%	\$20,517.67	21.7%	\$20,701.27
Men's Clothes		\$9,592.88	24.6%	\$8,109.67	23.2%	\$18,704.31
Men's Footwear		\$17,266.97	20.3%	\$13,487.23	18.1%	\$38,015.42
Sportwear		\$22,733.74	23.7%	\$14,344.70	24.2%	\$39,163.29
Womens wear		\$87,111.02	21.6%	\$75,771.48	23.1%	\$104,242.88

Кейс 4:



Top Customers



Lower Clients

Mid. Clients

Top Clients

2014

2015

2016

Q1

Q2

Q3

Q4

Total Profits, Total Sales n Profit ...

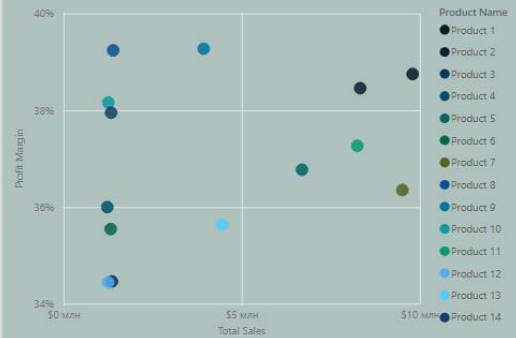
Medline	\$770 тыс.
Emin...	\$568 тыс.
El	\$564 тыс.
Sundia	\$549 тыс.
Rochest...	\$542 тыс.
OUR Ltd	\$542 тыс.
Llorens ...	\$535 тыс.
Apollo ...	\$532 тыс.
Weimei...	\$522 тыс.
Exact-R...	\$516 тыс.
U.S. Ltd	\$508 тыс.
ETUDE ...	\$499 тыс.
Biorac ...	\$497 тыс.
OHITA'S...	\$485 тыс.
Linde	\$478 тыс.
Victory ...	\$474 тыс.
New Ltd	\$471 тыс.
AuroM...	\$470 тыс.
O.E. Ltd	\$459 тыс.
Apothe...	\$457 тыс.
Ohio	\$453 тыс.
Capweld	\$453 тыс.
Prasco ...	\$452 тыс.
Select	\$451 тыс.
Procter ...	\$446 тыс.
3LAB, Ltd	\$440 тыс.
Ole Gro...	\$438 тыс.
Fenwal ...	\$438 тыс.
S.S.S. Gr...	\$438 тыс.

Country	Total Profits	Product Name	Total Profits
Germany	\$4 189 121,87	Product 1	\$3 797 942,90
Ukraine	\$3 049 642,02	Product 7	\$3 457 857,87
Italy	\$2 195 292,25	Product 2	\$3 203 255,39
Spain	\$2 157 071,57	Product 11	\$3 074 298,95
UK	\$1 654 446,68	Product 5	\$2 462 267,29
Poland	\$1 555 208,22	Product 13	\$1 585 860,65
France	\$762 977,37	Product 9	\$1 545 531,81
Bcero	\$22 477 296,88	Bcero	\$22 477 296,88

Total Sales by City

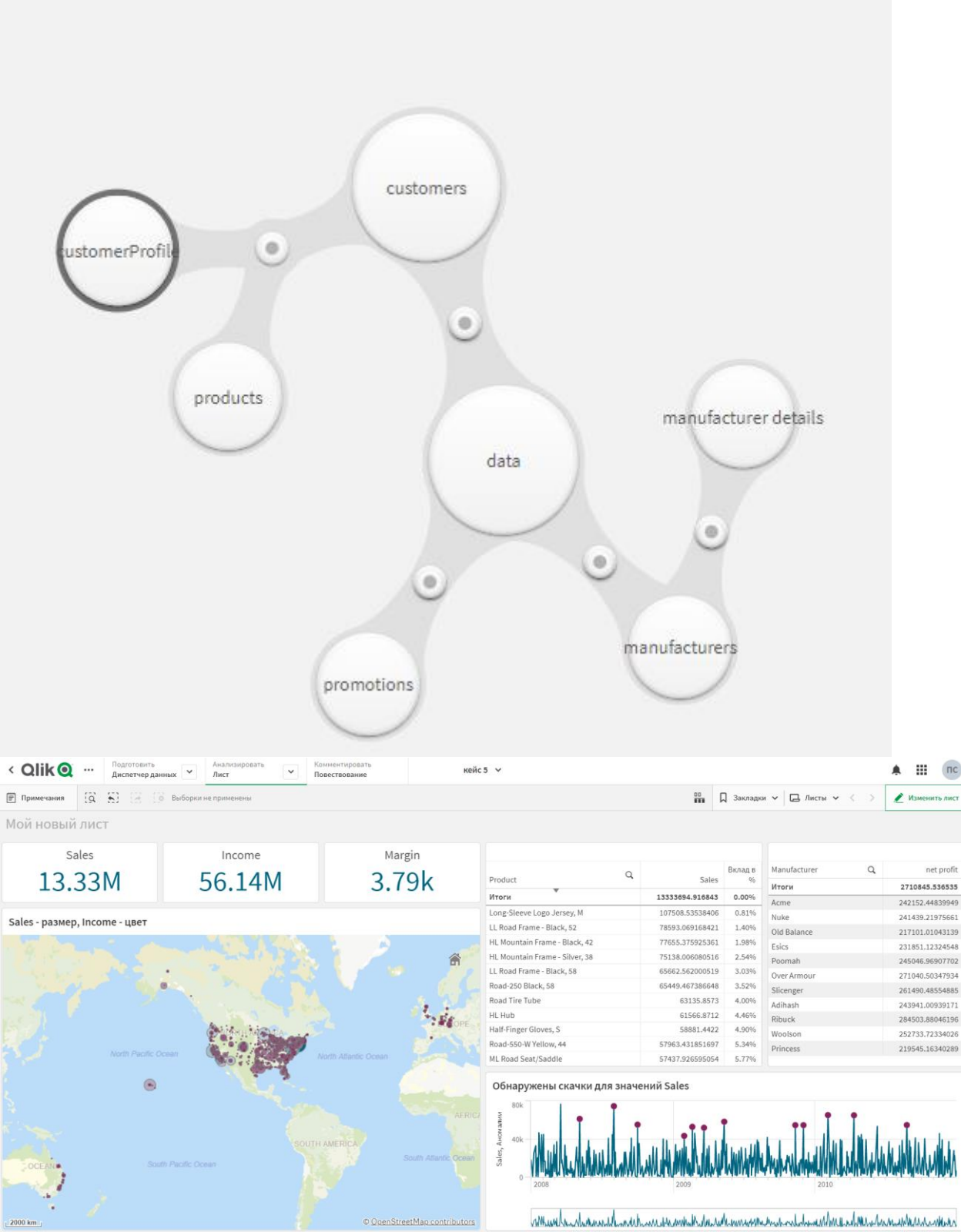


Total Sales and Profit Margin by Product

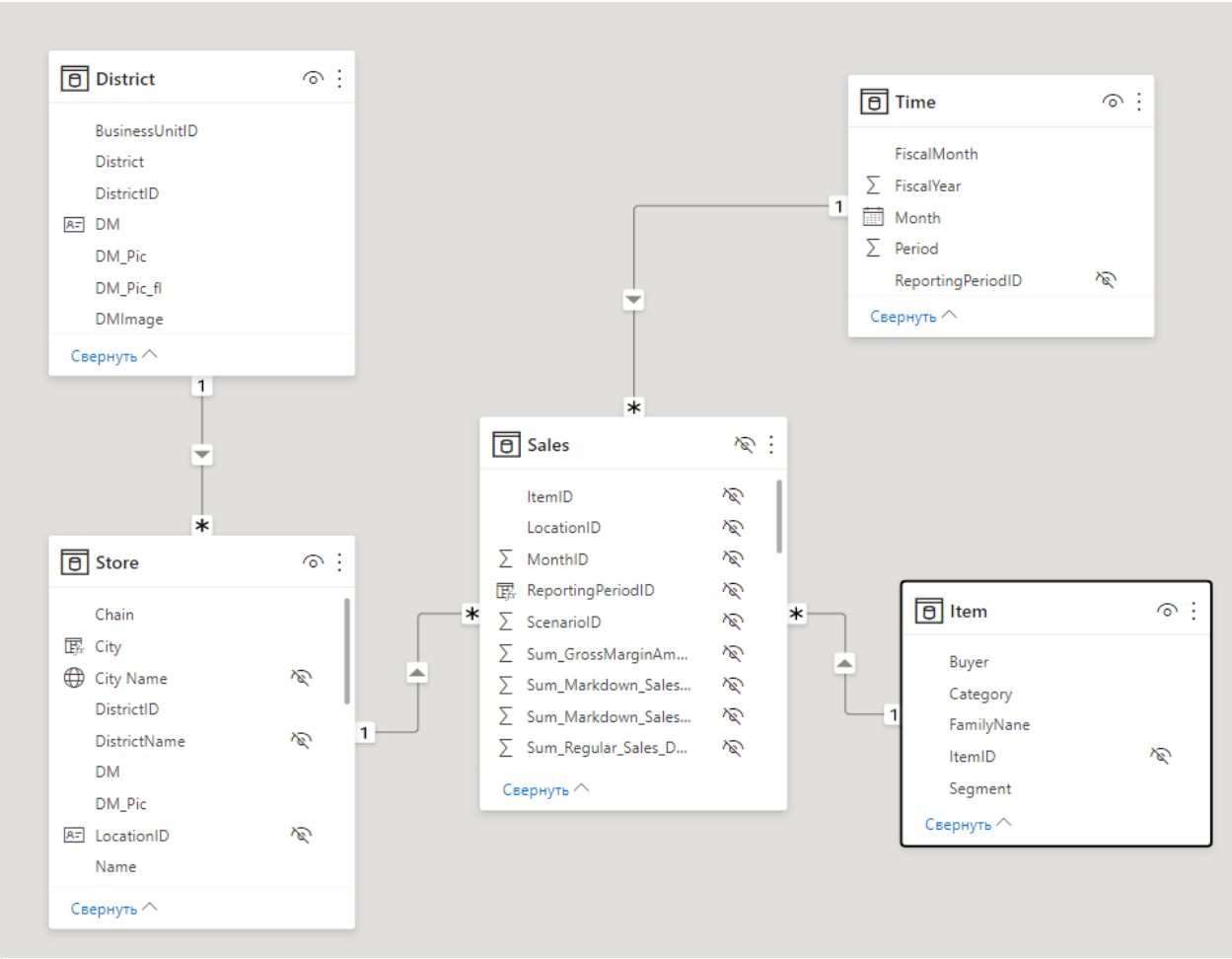


OrderDate	Customer Names	Product Name	City	Country	Total
31.12.2016	Llorens Ltd	Product 1	Donetsk	Ukraine	
31.12.2016	OHITA'S Corp	Product 2	Genova	Italy	
31.12.2016	Weimei Corp	Product 2	KISHINEV	Moldova	
31.12.2016	Weimei Corp	Product 11	SARAJEVO	Bosnia	
31.12.2016	Apotheca, Ltd	Product 13	Valencia	Spain	
30.12.2016	Qualitest	Product 1	VILNIUS	Lithuania	
30.12.2016	Medline	Product 2	Dortmund	Germany	
30.12.2016	Llorens Ltd	Product 2	Odessa	Ukraine	
30.12.2016	New Ltd	Product 5	Barcelona	Spain	
30.12.2016	31.12.2016	Product 7	Nannin (Nannin)	Italy	
Bcero					

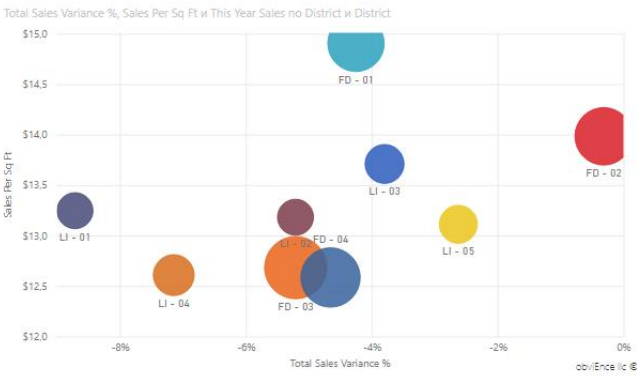
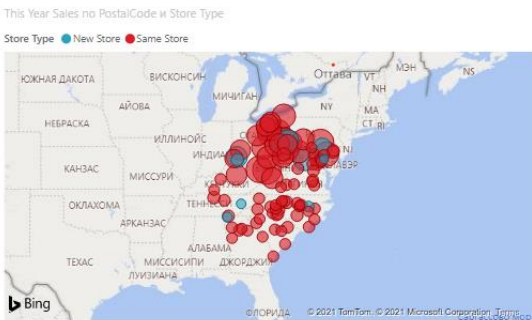
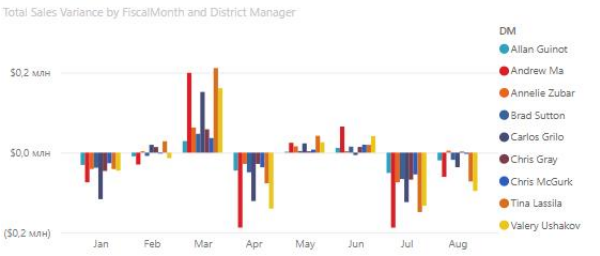
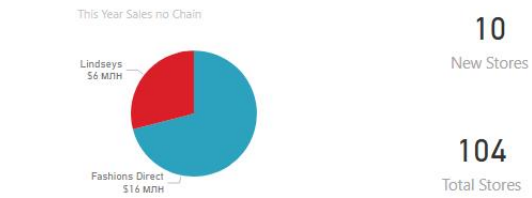
Кейс 5:



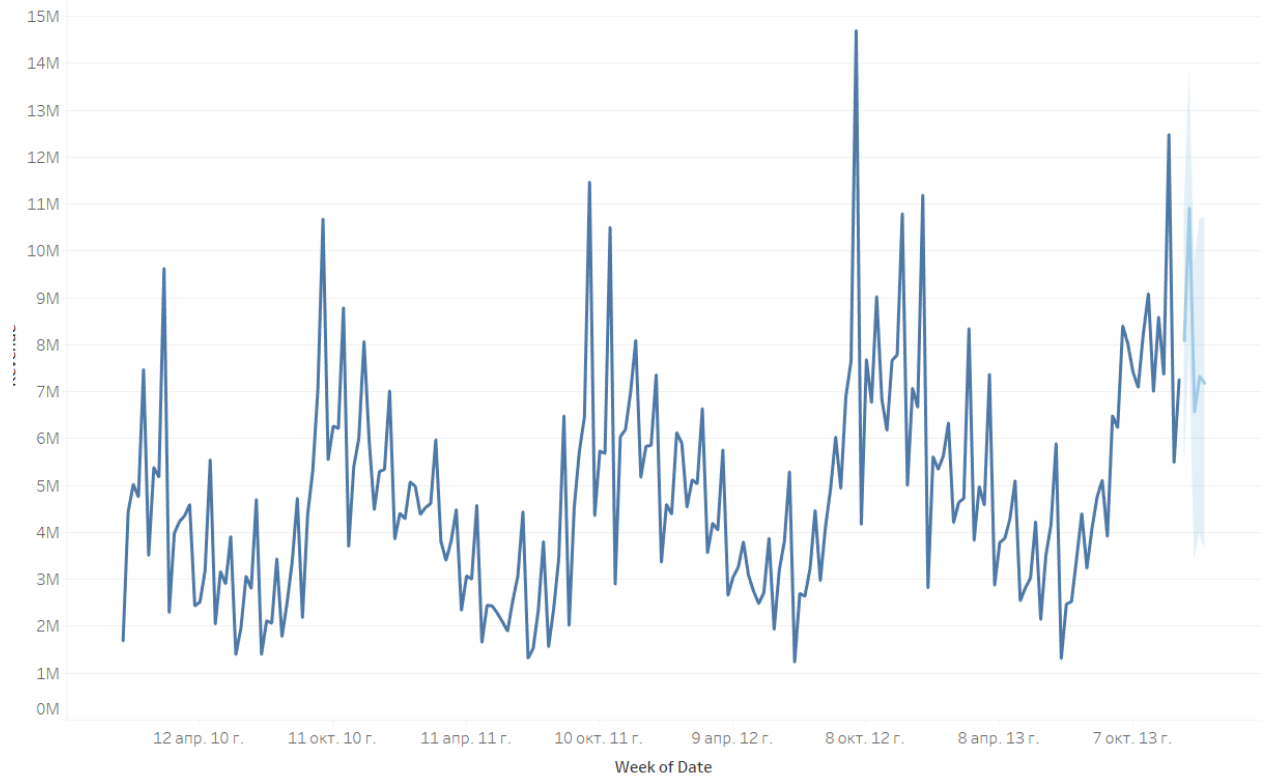
Кейс 6:

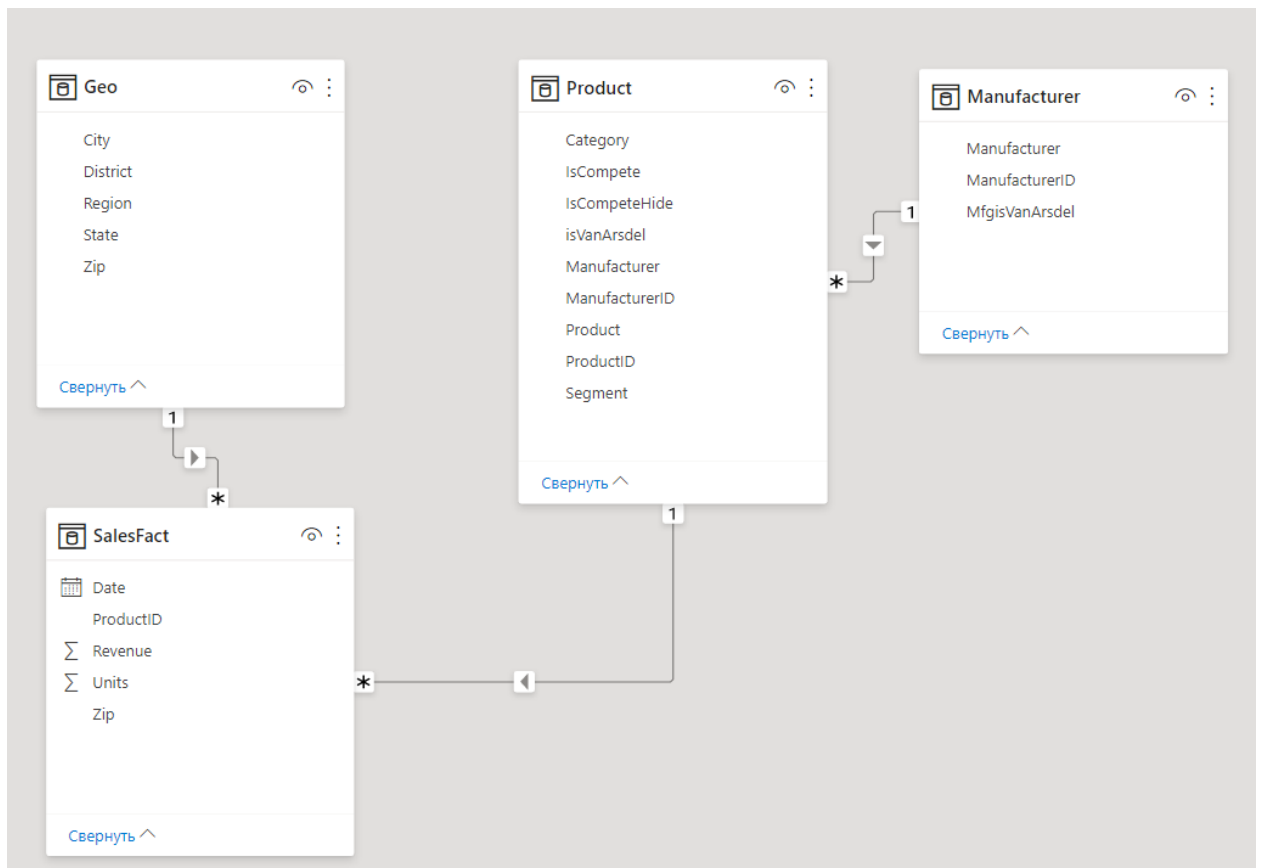


Store Sales Overview



кейс 7:

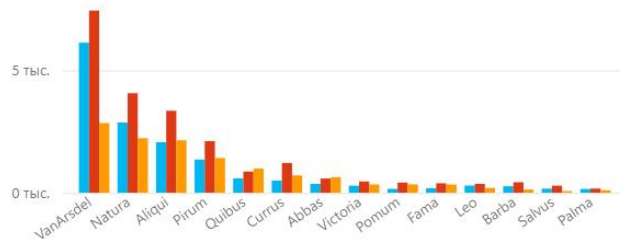




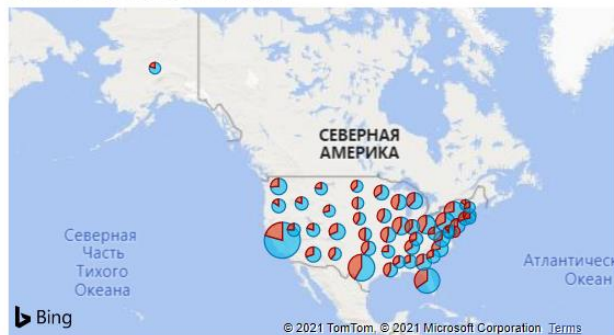
YTD Category Trend Analysis

Total Units YTD no Manufacturer и Region

Region: Central (blue), East (red), West (yellow)



Total Units YTD no State и isVanArsdel



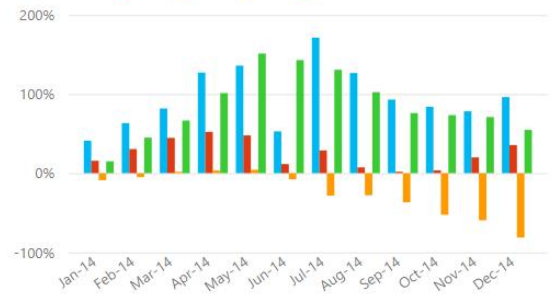
Total Units no Month и Manufacturer

Manufacturer: Aliqui (blue), Natura (red), Pirum (yellow), VanArsdel (green)



Total Units YTD Var % no Month и Manufacturer

Manufacturer: Aliqui (blue), Natura (red), Pirum (yellow), VanArsdel (green)

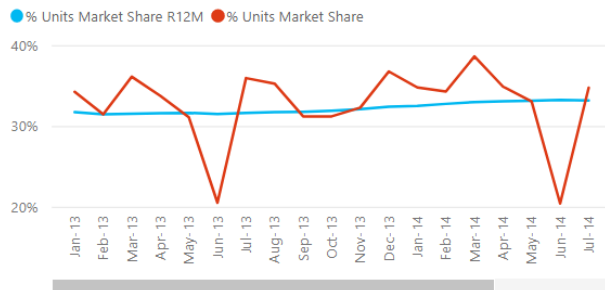


VanArsdel Ltd - Market Share

49 832
Total Category V...

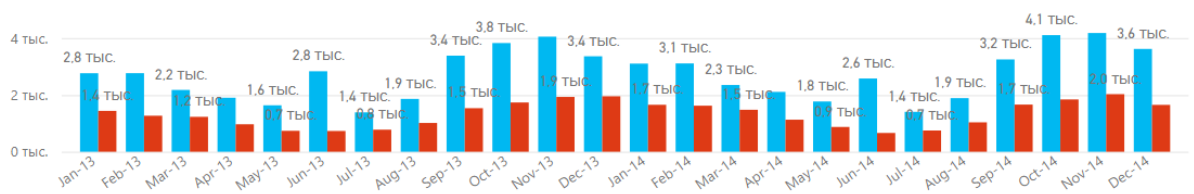
32,86%
% Units Market ...

% Units Market Share R12M и % Units Market Share no Month

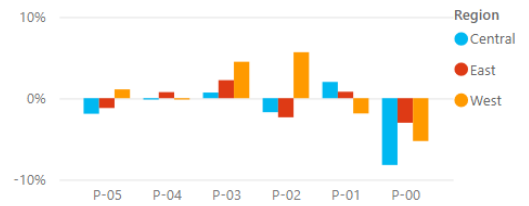


Total Units no Month и isVanArsdel

isVanArsdel ● No ● Yes



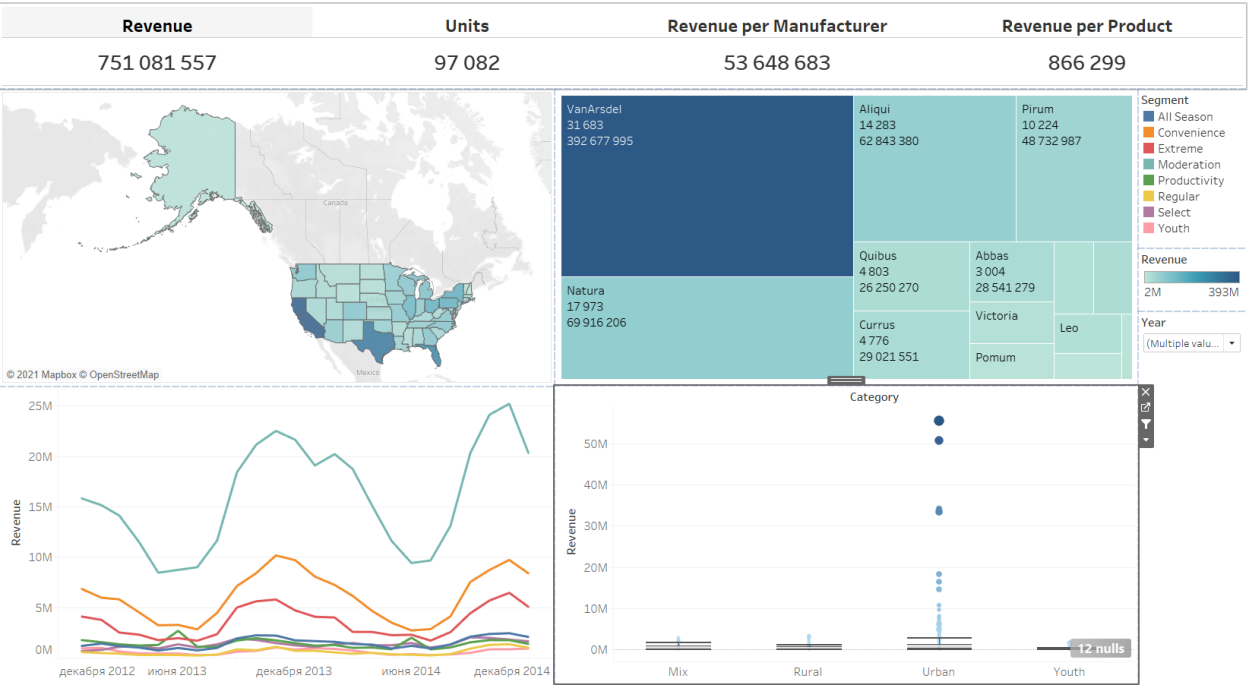
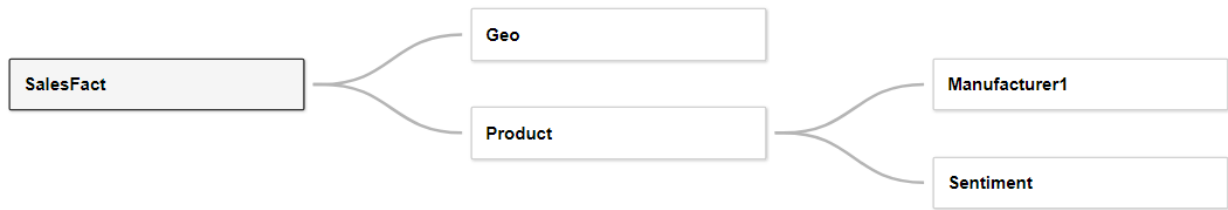
Industry % Unit Market Share YOY Change by Rolling Period

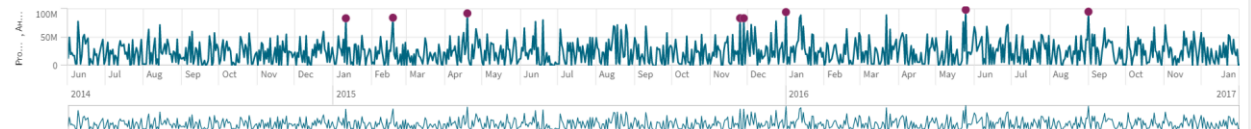


Industry Total Category Volume by Segment

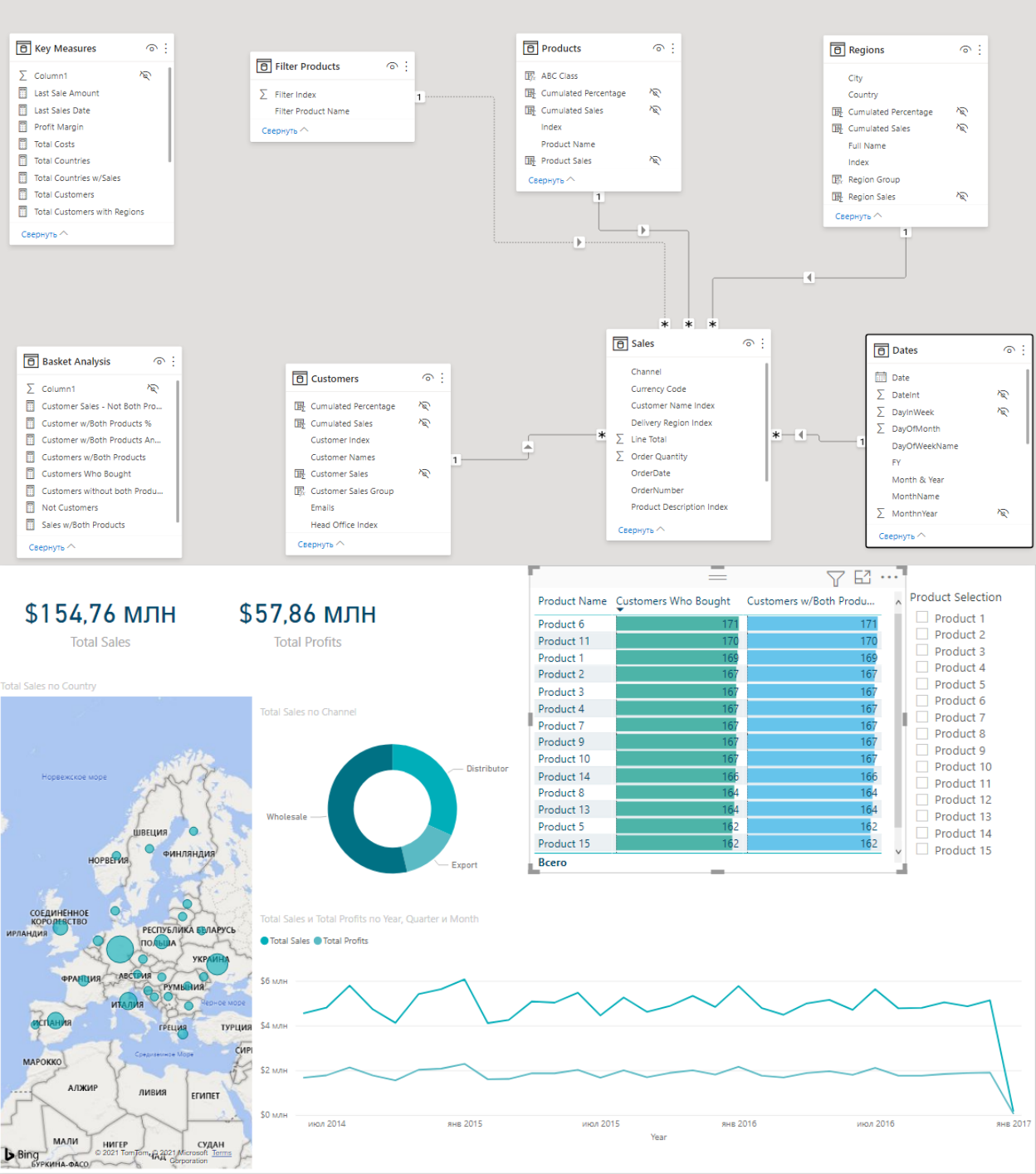


Кейс 8:

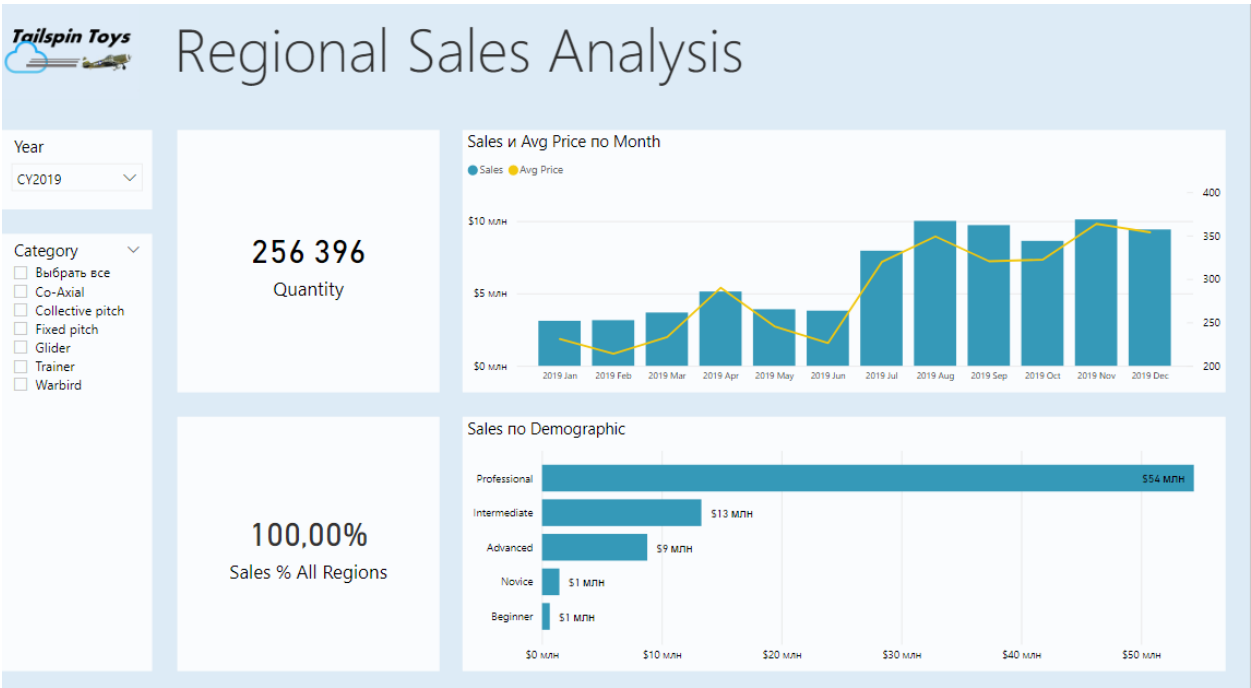
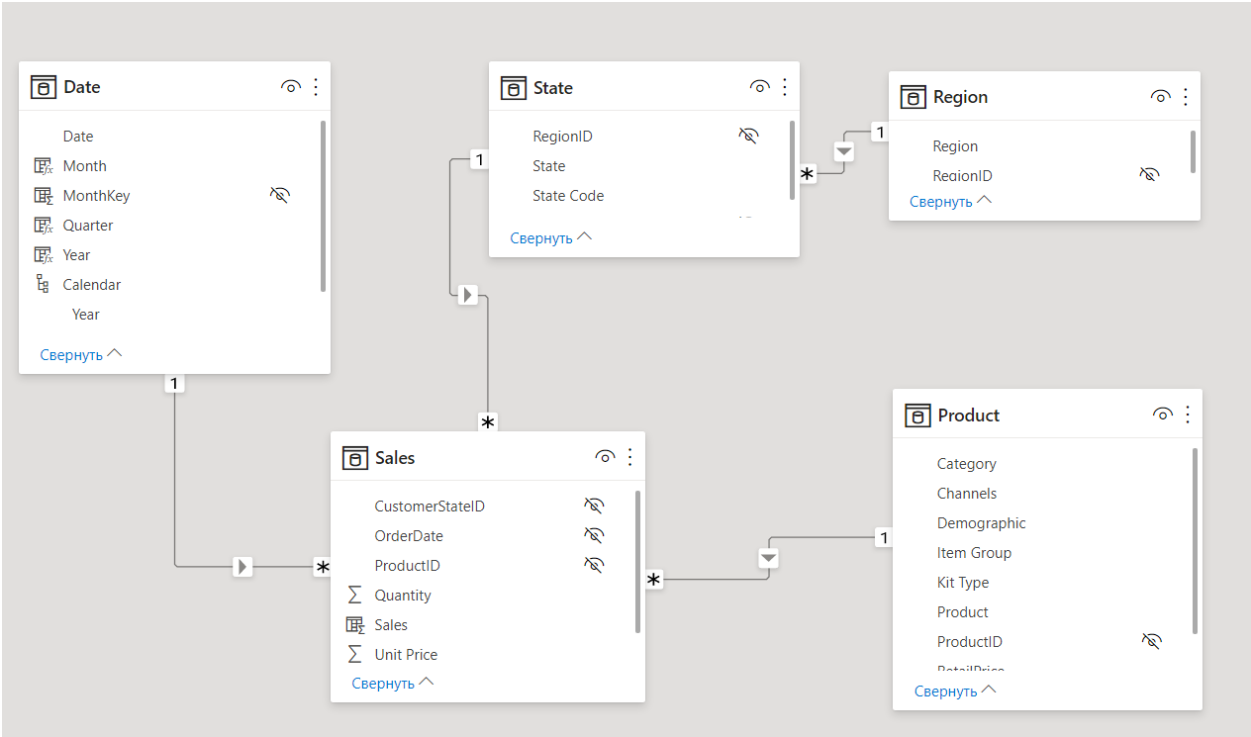




Кейс 9:



Кейс 10:





Geographic Analysis

Year
CY2019

Category
☐ Выбрать все
☐ Co-Axial
☐ Collective pitch
☐ Fixed pitch
☐ Glider
☐ Trainer
☐ Warbird

Quantity, Unit Price и Sales no State



Кейс BuildingAnAppFiles

Модель данных:



Примеры дашбордов:

Dashboard

Year

Quarter

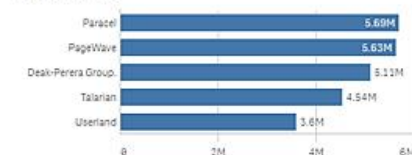
Month

Week

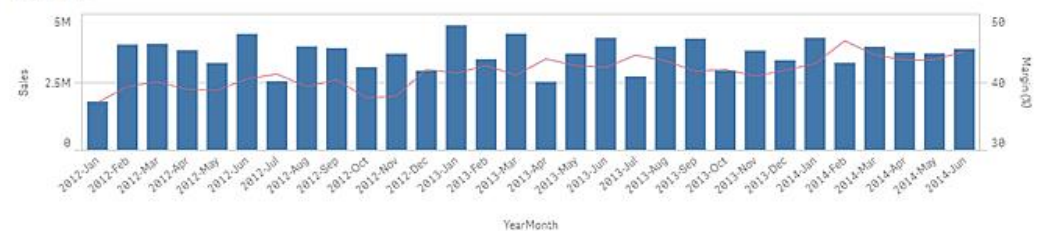
Sales per Region



Top 5 Customers



Sales Trend



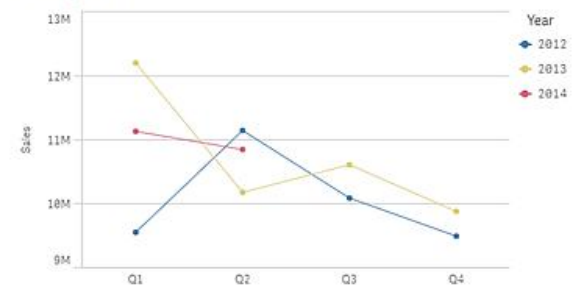
Total Sales and Margin

Sales
104.9M +43.25M
Margin

Profit Margin



Quarterly Trend



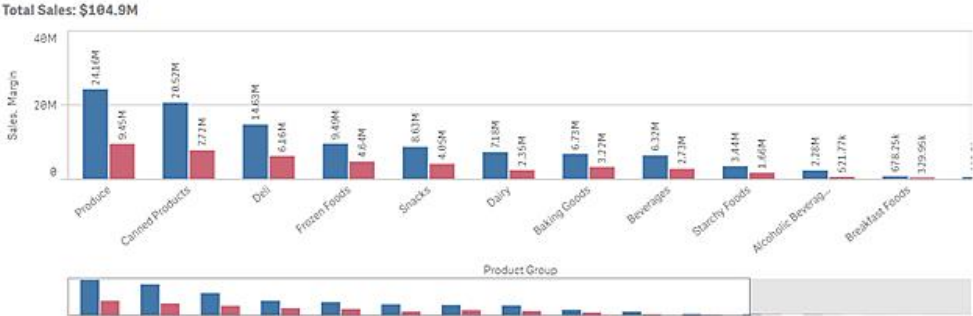
Product Details

Year

Quarter

Month

Week



Region

Germany

Japan

Nordic

Spain

UK

USA

Product Treemap *



Customer Details

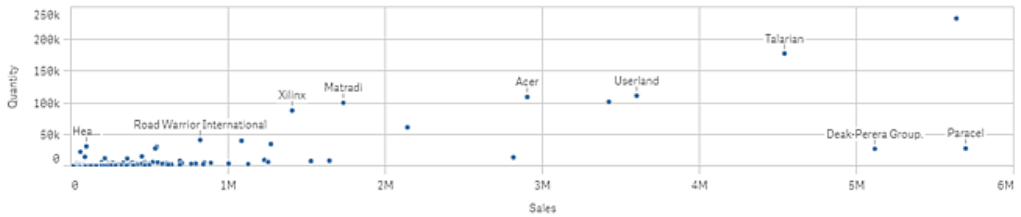
Year

Quarter

Month

Week

Customer Sales and Quantity



Customer KPIs

Manager

Amanda Honda

Brenda Gibson

Carolyn Halmon

David Laychak

Dennis Johnson

John Davis

John Greg

Kathy Clinton

Ken Roberts

Michael Williams

Molly McKenzie

Odessa Morris

Samantha Allen

Sheila Hein

Customer	Product Group	Product Type	Measures				
			Sales	Quantity	Margin (%)	# of Invoices	Average Sales per Invoice
A-2-Z Solutions			\$196,298.49	1,418	3841.7%	58	\$3,384.46
A-ARVIN Laser Resources			\$4,053.05	25	3792.6%	13	\$311.77
A Superior System			\$103,728.12	868	4074.5%	167	\$621.13
A&B			\$92,120.60	891	4202.9%	18	\$5,117.81
A&G			\$12,502.61	133	4708.0%	12	\$1,041.88
A&R Partners			\$30,392.45	156	3409.9%	6	\$5,065.41
A1 Datacom Supply			\$259,599.52	5,830	4025.7%	111	\$2,338.73
a2i			\$451.64	14	5983.7%	9	\$50.18
A2Z Solutions			\$69,977.36	454	4121.1%	94	\$744.44
AA-Wizard			\$94,209.44	917	4660.6%	41	\$2,297.79
Aadast			\$351,243.31	881	3707.3%	35	\$10,035.52
Aaron D. Meyer & Associates			\$90,017.11	1,869	4404.1%	58	\$1,552.02
Aaron Products			\$4,901.96	25	3568.9%	11	\$445.63
Abacus Niagara			\$48,161.07	263	4500.9%	63	\$764.46
Abbotsbury			\$4,556.70	22	4711.3%	8	\$569.59
Abbott			\$15,036.77	48	3837.8%	26	\$578.34
Aberdeen			\$319,388.90	1,431	4221.6%	51	\$6,262.53
ABI TruTrac			\$14,082.35	98	4538.3%	50	\$281.65