



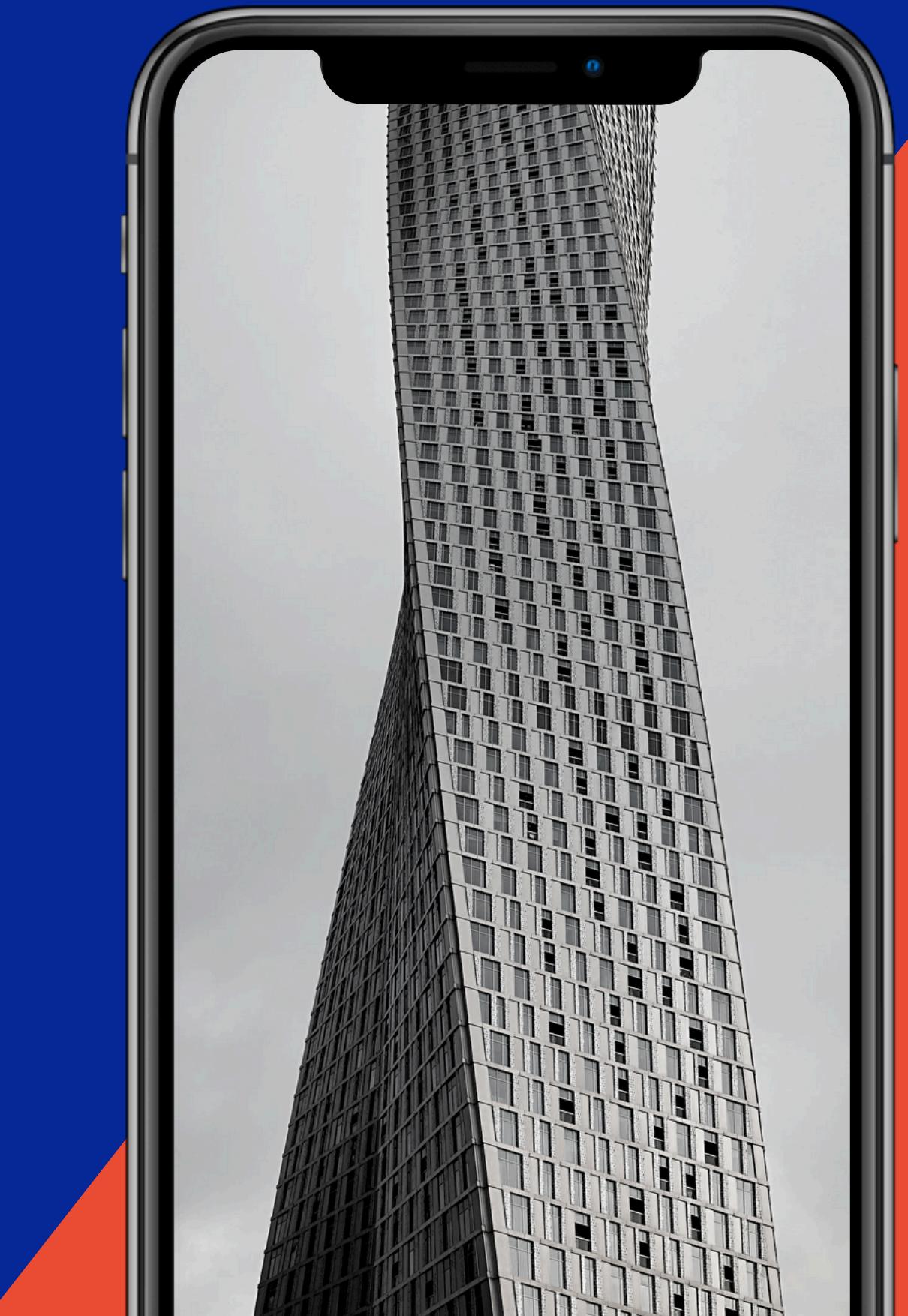
PYTHON FOR BUSINESS  
ANALYTICS

# Performance Assessment

Recommendations by Edison Tian,  
Decire Santana, & Omar Martinez

# Where can we find opportunities for better Performance?

What our findings reveal



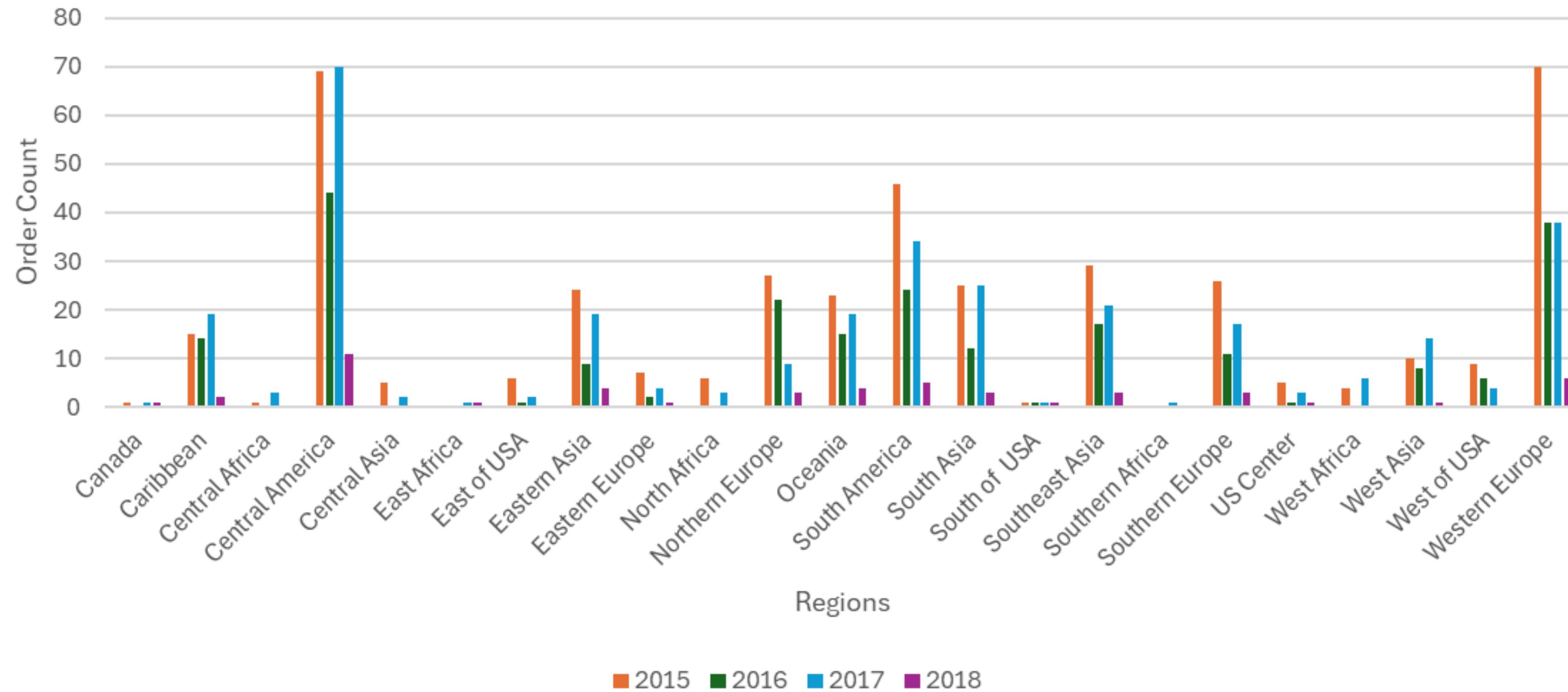
# Agenda

To find opportunities to improve performance, we will look at the following metrics

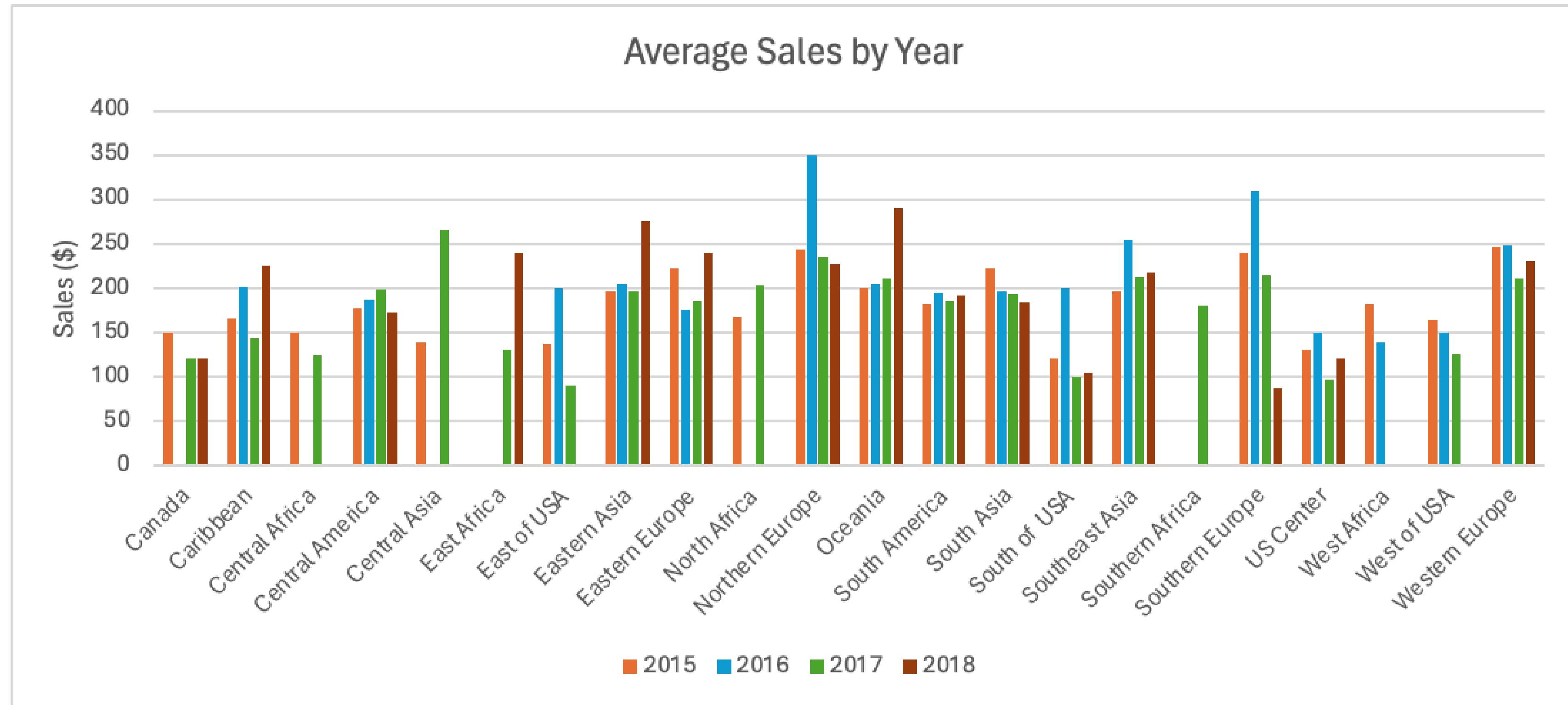
- Order Count
- Summary of Sales Activities
- Average Revenue per Year
- Average Revenue per Month

# Order Count

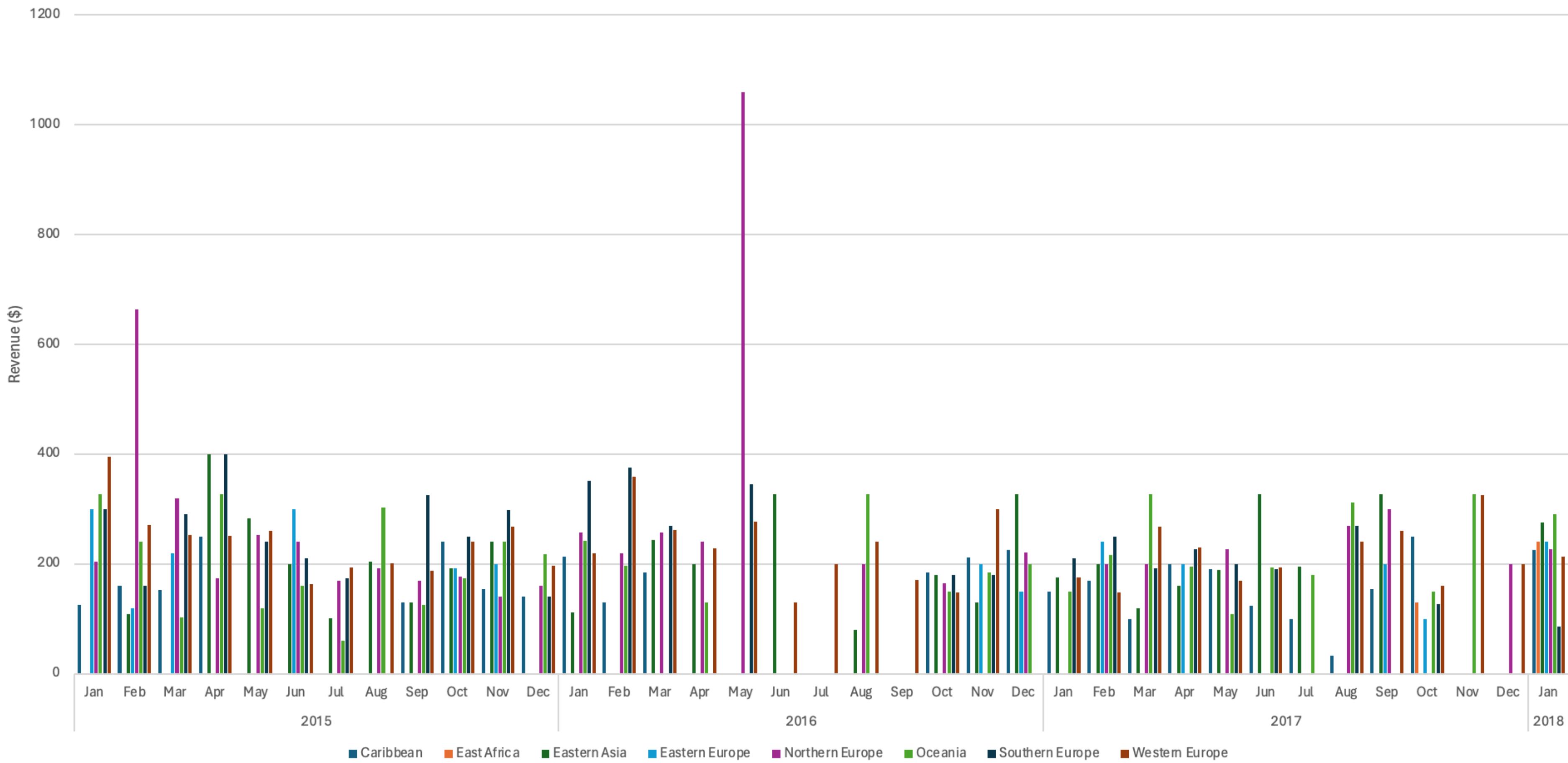
Order Count Throughout Time



# Average Revenue

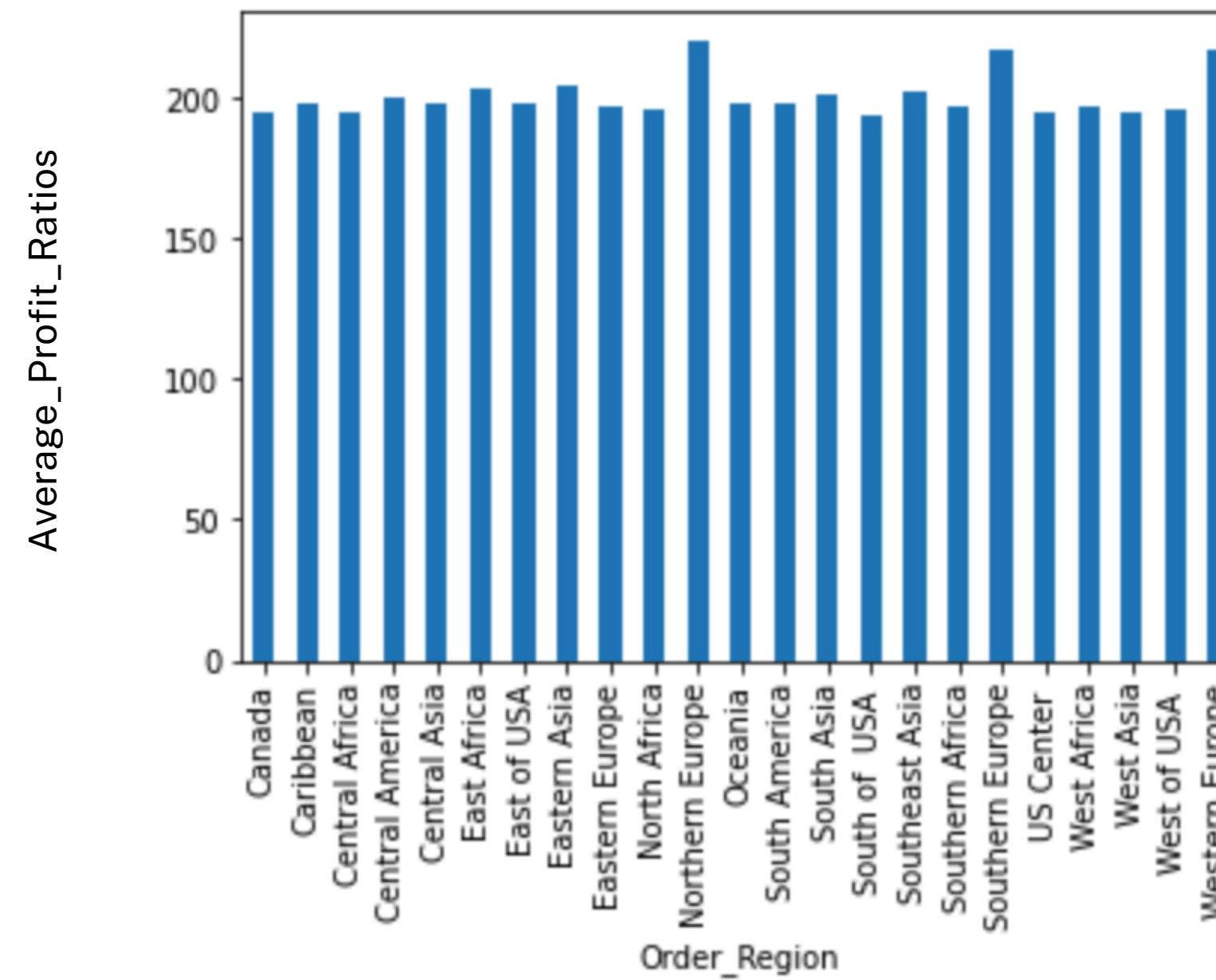


## Average Revenue by Month



# Profit Ratios

Average Profit Ratios



# Key Takeaways

- Central America and Northern Europe had the highest order counts while followed closely by South America which shows consistent potential revenue streams
- Northern Europe experienced two isolated massive spikes in average revenue which are outliers indicating less opportunities for profit or revenue than annual reports suggest
- The latest cutoff date is January 2018 which skews data in annual reports
- There is consistent decline in orders and average revenue as orders approach the summer indicating more opportunities to increase revenue by marketing during the summer months

# **Thank you!**

Feel free to approach us  
if you have any questions.

