**IS 665 Data Analysis For Information Systems**

**Technical Assignment 2: Pivot Table**

Using the data set we worked on in lab 2, answer the following questions.

### Flops

Worldwide, what product sold the **least number of units**?

### Top Seller

In U.S., what product category provided the most **revenue** in 2011?

### Sales by Product Category

Worldwide, what percentage did the off-road bikes contribute to the overall bicycle sales **quantity**?

In which **three cities** was this percentage significantly above the average?

### Seasonal Behavior

Bicycles and accessories are more likely to be bought in spring and summer as in fall and winter time. Find **which product is an exception to this rule**. You can use the worldwide data or the U.S. data, the trend is the same.

Please develop your pivot table to answer the above questions. FOR EACH QUESTION, SHOW A SCREEN SHOT OF YOUR PIVOT TABLE SETUP, THEN SHOW YOUR ANALYSIS BASED ON THE SCREENSHOT AND YOUR CONCLUSION.

If you prefer to submit your Excel workbook with all pivot tables constructed, that is fine, too – just make sure that you also include your analysis somewhere in the spreadsheets so I can see your data and your analysis together in one place.

Your grade is not only based on your screen shot, but also on how thoughtful your analysis is, and whether your analysis is consistent with the pivot table you constructed.