

Course 5 – Week 1

Assignment Document

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Project Proposal

Summary

Our Prestigious Customer “Web Illusion Limited” Manufacturers are majorly in three segments Home Office, Corporate and Consumer with close to 200 products with Annual sale of \$2 million with profit of \$0.30 million in 2019.

They are new to data analytics and would like us to manage their data via designing and visualising the identified Key KPI's by creating dashboard based on company thresholds and also capturing the historical trends from key KPI's.

These Dashboard will enable them to analyse the company's growth and take future key decisions.



Why

Objective: To analyze Next Gen's data via creating data set with available data and visualizing the identified key KPI's

Business Case: To identify the current business challenges by taking inputs from stake holders at different positions and domains to provide predictive Business analytics via visualization

Goals: Business can visualize the historical trend and can take key decisions by analyzing the trends with KPI

Outcome: Next Gen will be able to analyze the historical sales and profit trends with various dimensions like Geography, product & segments etc. which in turn enables them to take Future Key Decisions

Who

Stakeholders

Name : Tasnim Ahmed
Experience : 31 Years
Position : Active Board of Director

Name : Saad Yusuf Gaiv
Experience : 25 Years
Position : VP Sales and Marketing

Name : Mohi Uddin Ahmed
Experience : 22 Years
Position : Product Manager

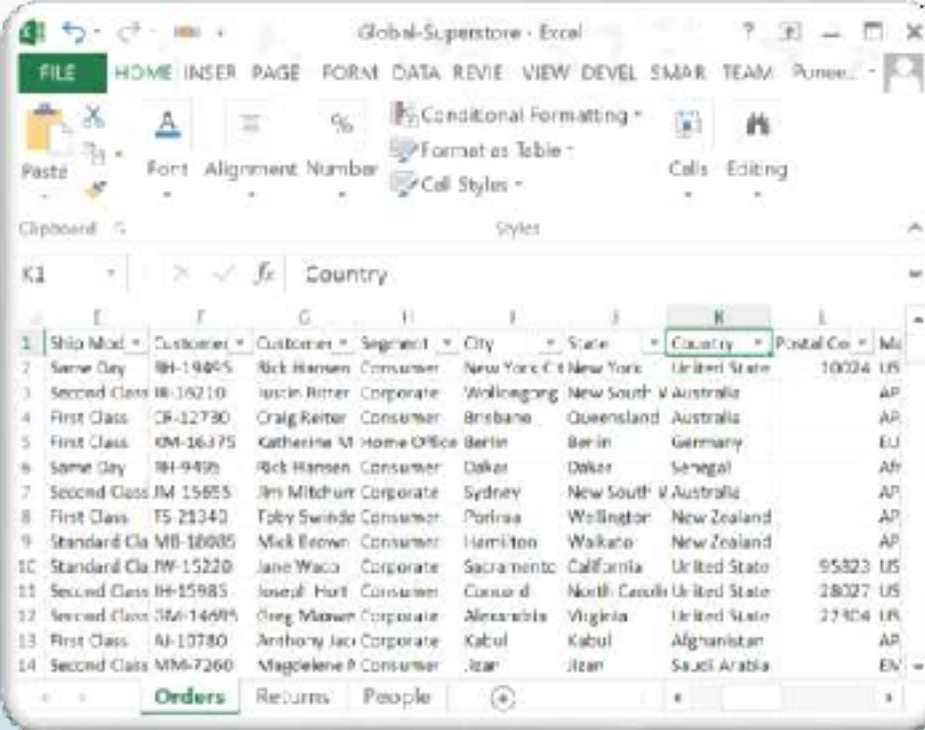
Audience

Relevant Web Illusion Employee's

What

Dataset Name: Global superstore

Dataset Contains: Orders , returns and people dataset, we have taken orders dataset to analyze



	Ship Mode	Customer ID	Customer Name	Segment	City	State	Country	Postal Code	M
1	Same Day	RM-19895	Rick Hansen	Consumer	New York City	New York	United State	10024	US
2	Second Class	RM-16210	Joslin Ritter	Corporate	Wollongong	New South W	Australia		AP
3	First Class	CR-12730	Craig Reiter	Consumer	Brisbane	Queensland	Australia		AP
4	First Class	GM-16375	Katherine M	Home Office	Berlin	Berlin	Germany		EU
5	Same Day	RM-9495	Rick Hansen	Consumer	Dakar	Dakar	Senegal		AF
6	Second Class	JM-15855	Jm Mitchum	Corporate	Sydney	New South W	Australia		AP
7	First Class	TS-21342	Toby Swindle	Consumer	Porirua	Wellington	New Zealand		AP
8	Standard Cla	MB-16005	Mick Brown	Consumer	Hamilton	Waikato	New Zealand		AP
9	Standard Cla	JW-15220	Jane Waco	Corporate	Sacramento	California	United State	95823	US
10	Second Class	JH-15985	Joseph Hort	Consumer	Concord	North Caroli	United State	28027	US
11	Second Class	GM-14695	Greg Midown	Corporate	Alexandria	Virginia	United State	22404	US
12	First Class	AJ-10780	Anthony Jaco	Corporate	Kabul	Kabul	Afghanistan		AP
13	Second Class	MM-7260	Magdelene P	Consumer	Jazan	Jazan	Saudi Arabia		EN

Why Orders Dataset: Orders dataset contains all the important key KPI's historical data along with relevant dimensions of time, Product, geography, segment etc, to create interactive visualization which is capable to answers all relevant possible queries of stakeholders and audience.

How

Findings:

- **Board Member:** Mr. Tasnim Ahmed will be interested to know the key facts of Quality Delivery and Cost Analysis.
- **VP sales:** Mr. Saad Yusuf Galiv will be interested to know historical sales and profit trend along with region analysis.
- **Product Manager:** Mr. Mohi Uddin Ahmed would like to match the product information related to priority sales ,quality and delivery.

Presentation: In the form of Dashboards which will enable the stakeholders to analyze on majorities of their query

- Interactive Dashboard having Sales and Profit historical Trend Analysis by product ,Geography etc.
- Interactive KPI Analysis Dashboard will enables the key members to analyze historical trends and take futuristic key decisions

Challenges

Foreseeable challenges:

- A Chance to showcase the capabilities to stakeholders within limited timeframe.
- Expect less help in getting relevant sales data co-related to required dimensions so need to prepare the complete datamart
- Product information is scattered to various people working under Product Manager.

Experience In : Need to get more product experience in terms of regions wise requirements to understand the KPI's Graph and can explain to Business Analyst.

Questions to peer:

- What are KPIs and there threshold
- What are the critical products and there sales thresholds
- What are the sales growth and co-relation to profit and discount analysis

Tasnim Ahmed

Role : Active Board of Director

Age : 54 years

Gender : Male

Education : M.Tech, Industrial Engineering

Goals : Sustainable economical growth with target to expand in multiple regions.

Interested in new Acquisitions or Collaboration

Challenges and Needs : Time is money, sell yourself as startups. Your Solution should be either helping the existing space in organization or forecasting the future growth.

“Aim for sustained economic success, shaping change & striving for excellence”

Ashutosh is highly quality driven, believes that they are preferred for their Customers, committed to Outstanding Quality of our product and services. He believes Customer is King and can only sustain with better & sustainable quality

Saad Yusuf Galiv

Role : VP Sales and Marketing

Age : 50 years

Gender : Male

“Sell solutions not product”

Education : MBA

He is one of the most influential personality in Next Gen. He has depth of functional knowledge, also he is equally interested in adapting New technology.

Goals : Focus on Next Gen Technology by targeting on customer satisfaction with business growth.

Challenges and Needs : Sales and customer information should be accurate as he has figures on his tips while presenting we should be thorough and also need to target to showcase our analytical capabilities as his interest will take it further.

Mohi Uddin Ahmed

Role : Product Manager

Age : 48 Years

Gender : Male

“Quality Delivery with customer satisfaction”

His Product knowledge is well proven as he has intense end to end knowledge on Next Gen production cycle.

Education : B.Tech Mechanical Engineering, MBA

Goals : Focus on Production quality with maximum customer satisfaction

Challenges and Needs : Mankar and his teams spread's globally and works in different time zones, it will be a challenge to get the information's from his team working on different products in region.