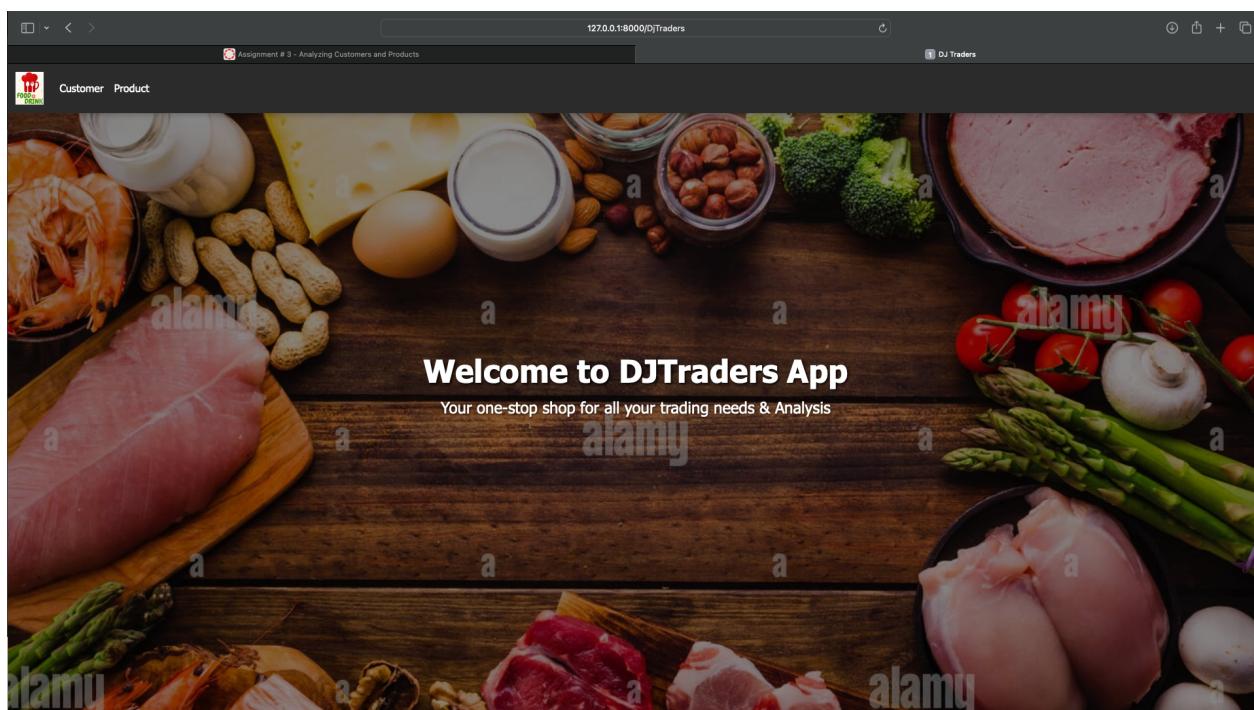


ISM 672 Assignment # 3

Requirement1 [40 %]: Customer Sales Analysis: Provide each customer (once they log in) with the means to view trends and patterns in their sales by developing UI to analyze and view their sales patterns.

Home Page:

With buttons for Customer details and Product detail page



Part A: Customer Dashboard/Portal:

Customer detail dashboard page:

Hey Alfreds Futterkiste, Here are some of the products suggested for you based on your previous purchases:

- [Boston Crab Meat](#)
- [Gorgonzola Telino](#)
- [Gnocchi di nonna Alice](#)
- [Camembert Pierrot](#)
- [Guarani Fantastica](#)
- [Tarte au sucre](#)
- [Jacks New England Clam Chowder](#)
- [Rhenbrevu Klosterbier](#)
- [Chang](#)
- [Pavlova](#)
- [Boston Crab Meat](#)

★ Based on your spending of **\$1086.00** in 2024, you are at the **No Discount** level.
You currently do not qualify for a discount. Spend at least \$3914.00 this year to achieve Gold status and start saving.

Alfreds Futterkiste

Home Orders Placed Orders By Date Orders By Product Orders By Categories

Orders Placed by: Alfreds Futterkiste

Order Totals by Date for Alfreds Futterkiste

Order Date	Order Total
Oct 2022	\$850.00
Jan 2023	\$850.00
Apr 2023	\$950.00

Alfreds Futterkiste [Contact: Maria Anders] placed 6 Orders

1. Order ID: 10692 placed on Oct. 3, 2022
2. Order ID: 10702 placed on Oct. 13, 2022
3. Order ID: 10835 placed on Jan. 15, 2023
4. Order ID: 10952 placed on March 16, 2023
5. Order ID: 11011 placed on April 9, 2023
6. Order ID: 10643 placed on Aug. 25, 2024

Part B: Annual Sales Analysis:

Annual Sales, as measured by the number of orders placed, the number of products sold, and the annual revenue generated (given) with the ability to drill down into monthly sales for each year.

Annual revenue generated:

Hey Alfreds Futterkiste, Here are some of the products suggested for you based on your previous purchases:

- [Boston Crab Meat](#)
- [Gorgonzola Telino](#)
- [Gnocchi di nonna Alice](#)
- [Camembert Pierrot](#)
- [Guarani Fantastica](#)
- [Tarte au sucre](#)
- [Jacks New England Clam Chowder](#)
- [Rhenbrevu Klosterbier](#)
- [Chang](#)
- [Pavlova](#)
- [Boston Crab Meat](#)

★ Based on your spending of **\$1086.00** in 2024, you are at the **No Discount** level.
You currently do not qualify for a discount. Spend at least \$3914.00 this year to achieve Gold status and start saving.

Alfreds Futterkiste

Home Orders Placed Orders By Date Orders By Product Orders By Categories

Alfreds Futterkiste [Contact: Maria Anders] Orders

Year: All

Orders by Date for Alfreds Futterkiste

Order Date	Year Order Placed
Jan 2023	\$850.00
Jul 2023	\$500.00
Jan 2024	\$950.00

Annual Orders

Order Year	Order Total
2022	\$1,208.00
2023	\$2,302.20
2024	\$1,086.00

Monthly revenue generated

Home Orders Placed Orders By Date Orders By Product Orders B

Alfreds Futterkiste [Contact: Maria Anders] Orders in 2022



Part C: Top Products Analysis: Most bought (Top 10) *products* for each year and across all years.

Product Revenue & Product Sales w.r.t customer orders

Alfreds Futterkiste [Contact: Maria Anders] Product Purchased



A. Part D: Top Categories Analysis: Most bought (Top 10) *product categories* for each year and across all years.

Category based Revenue & Category based Sales w.r.t customer orders

Alfreds Futterkiste [Contact: Maria Anders] Categories of Product Sales



Requirement 2 [45 %]: Product/Sales Analysis: For each product, provide the means for managers with views of sales and comparisons across products and categories by developing UI to analyze and view

Part A: Annual and Monthly Sales Analysis: Annual Sales, measured by the number of orders placed, the number of products sold, and revenue generated with the ability to drill down into monthly sales for each year.

Customer list who bought a particular product and a button to go to a further product analysis page.

◆	Price	◆	Unit	◆	◆	◆	Summary	◆
	12.00		12		▶	✎	☰	
	123.00		123		▶	✎	☰	
	39.00		20 - 1 kg tins		▶	✎	☰	
	10.00		12 - 550 ml bottles		▶	✎	☰	
	18.40		24 - 4 oz tins		▶	✎	☰	
	34.00		15 - 300 g rounds		▶	✎	☰	
	62.50		16 kg pkg.		▶	✎	☰	
	18.00		10 boxes x 20 bags		▶	✎	☰	

Assignment # 3 - Analyzing Customers and Products

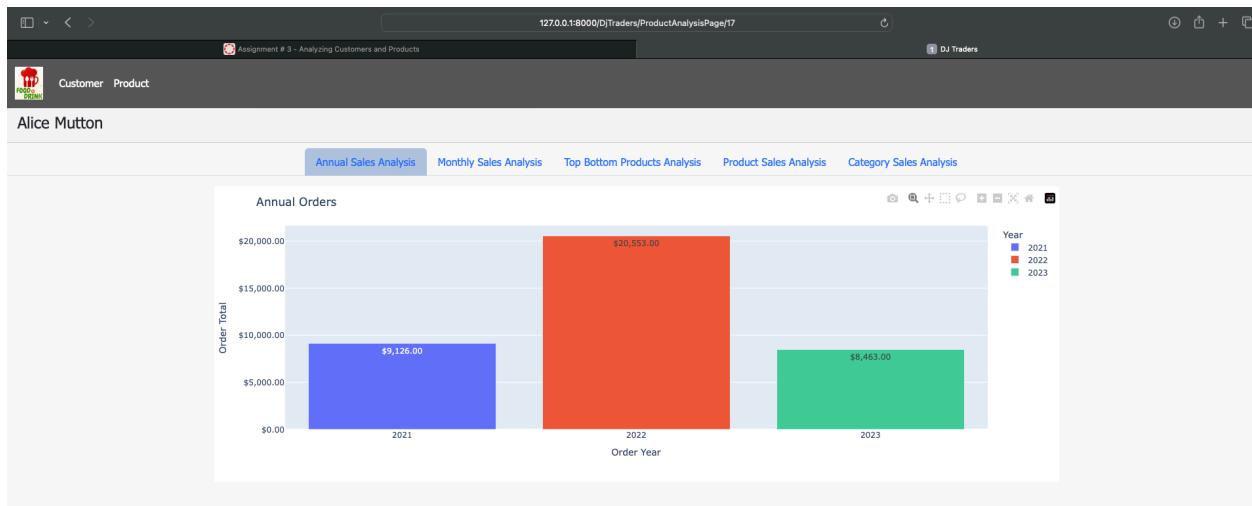
DJ Traders

Customers who has bought Alice Mutton product.

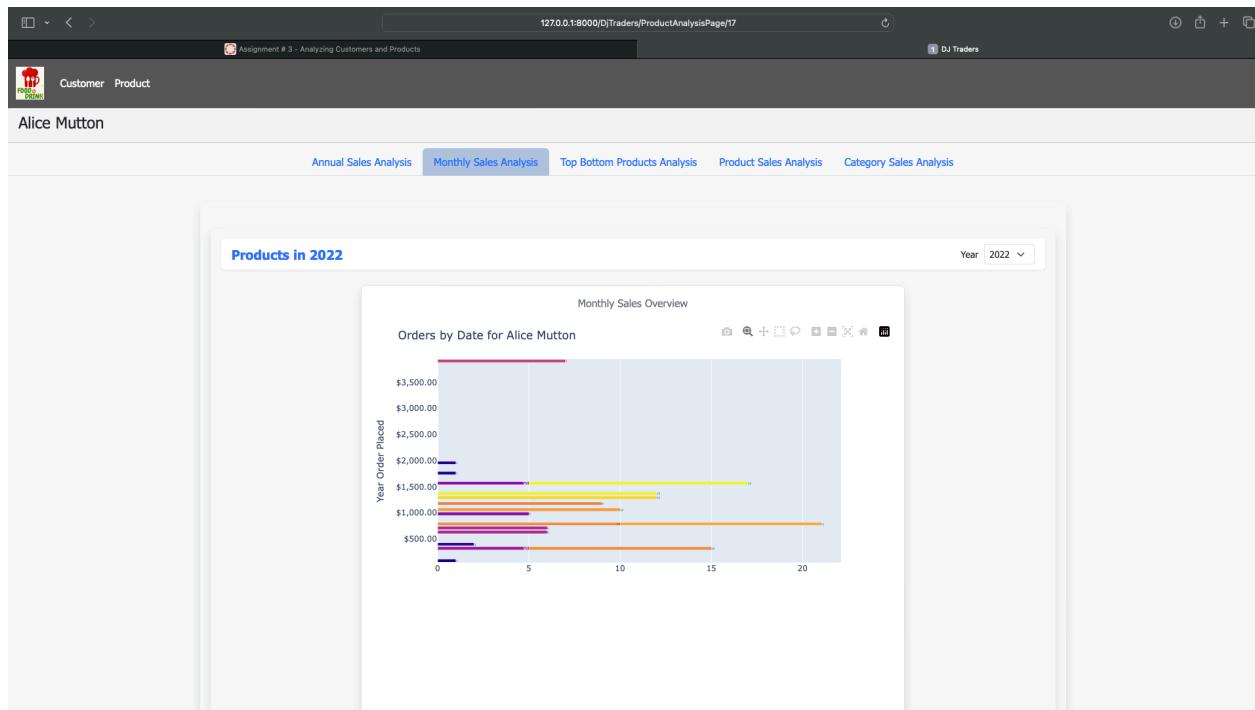
[Further Product analysis](#)

Customer	Contact	Address	City	Postal Code	Country
Supremes delices	Pascale Cartrain	Boulevard Tirou, 255	Charleroi	B-6000	Belgium
La corne d'abondance	Daniel Tonini	67, avenue de l'Europe	Versailles	78000	France
Ernst Handel	Roland Mendel	Kirchgasse 6	Graz	8010	Austria
Ricardo Adocicados	Janete Limeira	Av. Copacabana, 267	Rio de Janeiro	02389-890	Brazil
Berglunds snabbköp	Christina Berglund	Berguvsvägen 8	Luleå	S-958 22	Sweden
White Clover Markets	Karl Jablonski	305 - 14th Ave. S. Suite 3B	Seattle	98128	USA
Godos Cocina Tipica	Jose Pedro Freyre	C/ Romero, 33	Sevilla	41101	Spain
Old World Delicatessen	Rene Phillips	2743 Bering St.	Anchorage	99508	USA
Hanari Carnes	Mario Pontes	Rua do Paco, 67	Rio de Janeiro	05454-876	Brazil
Rattlesnake Canyon Grocery	Paula Wilson	2817 Milton Dr.	Albuquerque	87110	USA
Antonio Moreno Taquera	Antonio Moreno	Mataderos 2312	Mexico D.F.	05023	Mexico
Bottom-Dollar Marketse	Elizabeth Lincoln	23 Tsawassen Blvd.	Tsawassen	T2F 8M4	Canada
Mere Paillarde	Jean Fresniere	43 rue St. Laurent	Montreal	H1J 1C3	Canada
Seven Seas Imports	Hari Kumar	90 Wadhurst Rd.	London	OX15 4NB	UK
Save-a-lot Markets	Jose Pavarotti	187 Suffolk Ln.	Boise	83720	USA
Du monde entier	Janine Labrune	67, rue des Cinquante Otages	Nantes	44000	France
Blondel pere et fils	Frederique Citeaux	24, place Kleber	Strasbourg	67000	France
Bolido Comidas preparadas	Martin Sommer	C/ Araquil, 67	Madrid	28023	Spain

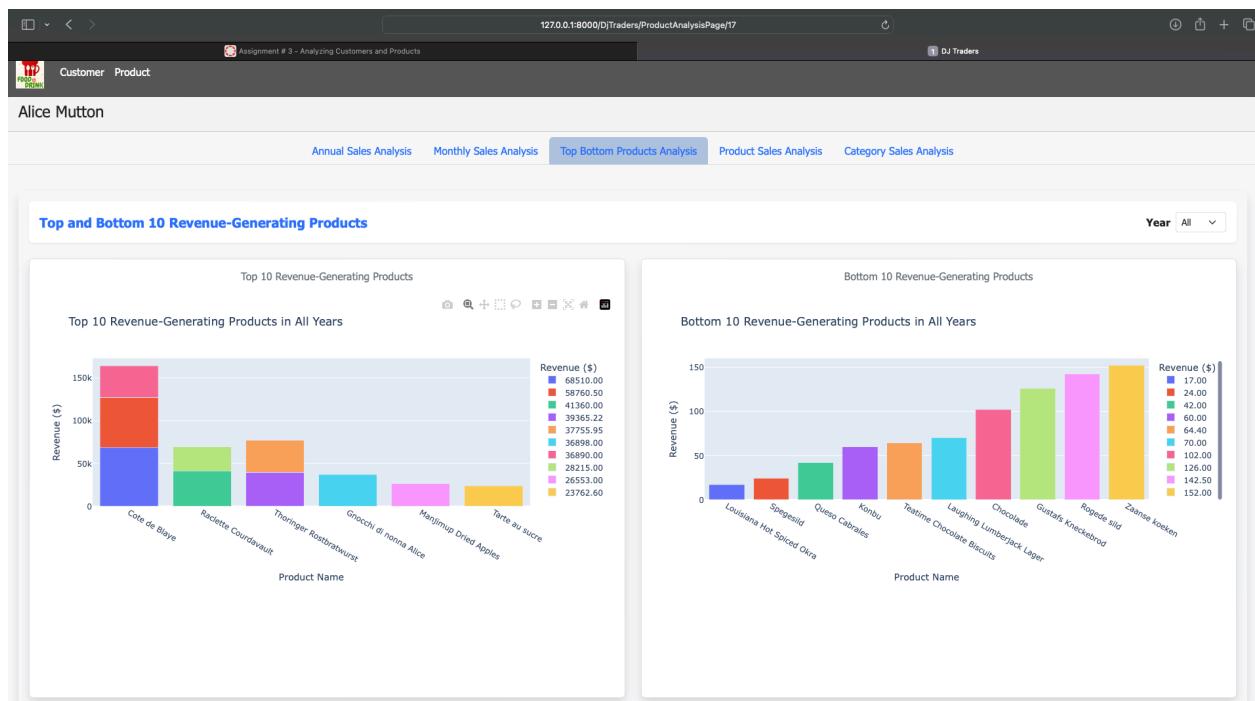
Annual revenue of the products that are sold.



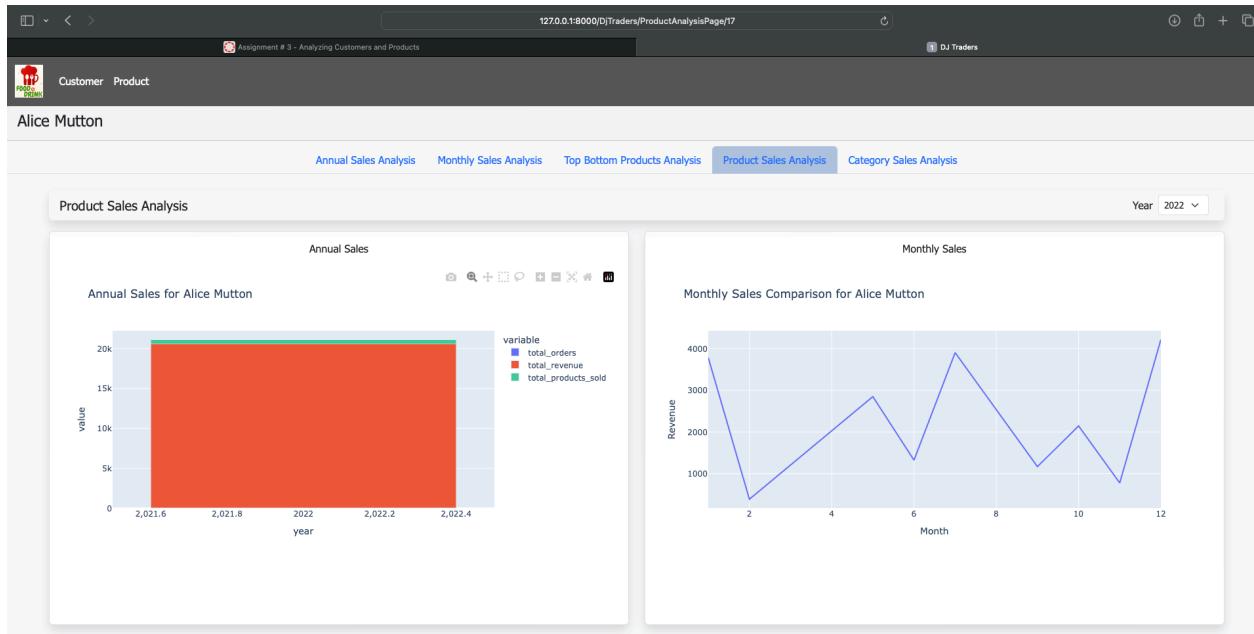
Month wise revenue for a particular year selected:



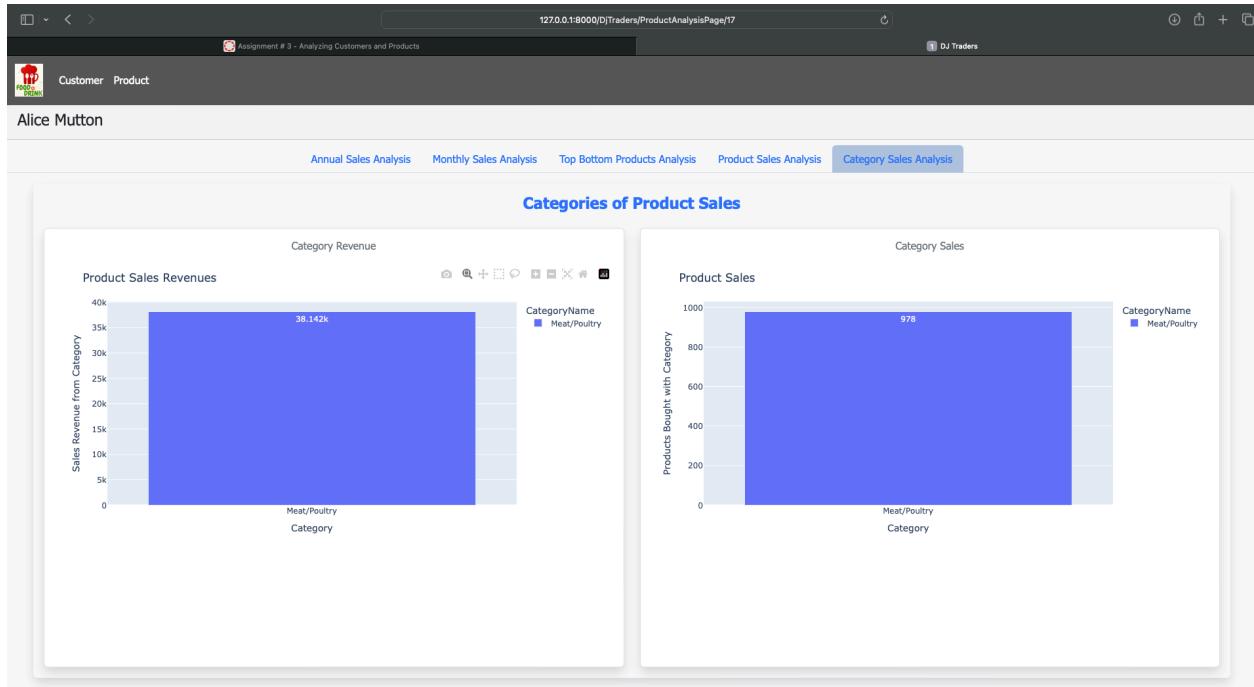
Part B: Top-Bottom Analysis: Highest and Lowest (Top and Bottom 10) revenue-generating products for each year and across all years.



Part C: Product Sales Analysis: Annual Sales, measured as the number of orders placed, the number of products sold, and revenue generated with the ability to drill down into monthly sales for each year while comparing with the average.

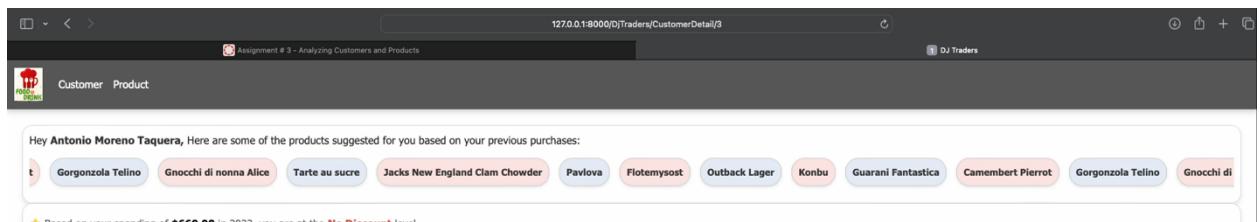


Part D: Category Sales Analysis: Annual Sales, measured as the number of orders placed, the number of products sold, and revenue generated with the ability to drill down into sales for product category.



EC 1: [10 % extra credit] Offer suggested products for customers based on their purchasing patterns.

Added a carousel view to suggest products to the customer based on his past purchases.



EC 2: [10 % extra credit]: On average, a customer spends approximately \$5,800.00 per year with DjangoTraders. Offer a program to customers where they can get

1.

1.

- I. a 2.5% discount when they have spent \$5000 or more per year – Gold Level,**
- II. a 5% discount when they have spent \$7500 or more per year –Diamond Level,**
- III. a 7.5% discount when they have spent \$10000 or more per year – Platinum Level,**

Based on the customer's current annual and monthly purchases, inform customers about their current level and

guide them on how they can sustain & improve their status with the company.

Gold level/advice:

★ Based on your spending of **\$5838.50** in 2023, you are at the **Gold** level.
You're at Gold level with a 2.5% discount. Spend an additional \$1661.50 this year to reach Diamond or \$4161.50 to reach Platinum.

Around the Horn

Diamond level/advice:

★ Based on your spending of **\$9569.31** in 2023, you are at the **Diamond** level.
You're at Diamond level with a 5% discount. Spend an additional \$430.69 this year to reach Platinum.

Eastern Connection

Platinum level/advice:

★ Based on your spending of **\$12227.40** in 2023, you are at the **Platinum** level.
You are already at the highest level! Keep maintaining your spending above \$10,000 annually to retain Platinum status.

Bottom-Dollar Markets

No discount/advice:

★ Based on your spending of **\$660.00** in 2023, you are at the **No Discount** level.
You currently do not qualify for a discount. Spend at least \$4340.00 this year to achieve Gold status and start saving.

Antonio Moreno Tacuera