Question 1

AHG company would like to know the most profitable Customers within its online sales channel (Internet Sales), in order to inform their campaign strategies. As the Insight Analyst, you have been requested to:

a) Create 3 segments based on the value of profit per customer. Name the segments Low

Profitable (<=400), Mid Profitable (<1000) and High Profitable (>=1000).

b) Analyse the financial contribution of each Segment - (i.e. order quantity, cost, revenue, profit) based on Gender, Marital Status, Education, occupation per segments.

c) Which country and city are the most profitable, assuming the currency value is the same

across the world?

d) Which sales reason is driving the largest volume sales and revenue?

Question 2

Over the years AHG has expended a huge portion of their budget in improving their sales channels performance. You have been hired to provide a self-updating decision engine (Management Insight Report that can be updated when new data comes in) that would allow them to track performance across the sales channels at the click of a button.

Question 3

AHG is interested in understanding the best mix of campaign channel to adopt to optimise their campaign spend. Please provide visualisation to support the marketing department effort.

Question 4

You have been requested to develop a BI visualisation that would allow business users to understand the top 5 sales reason driving sales performance.