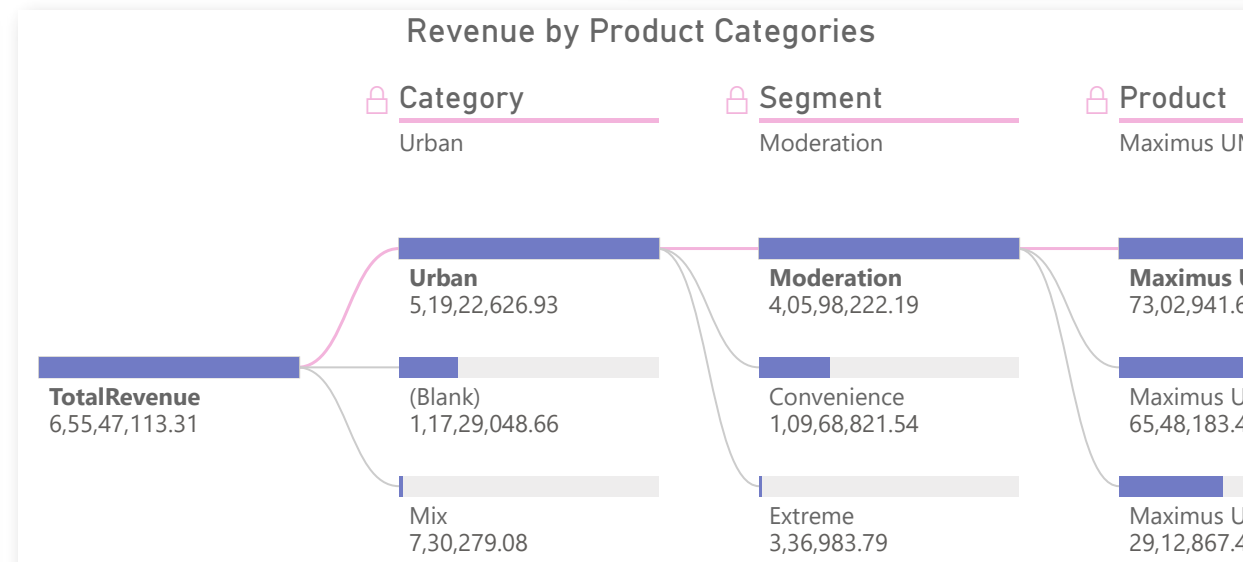
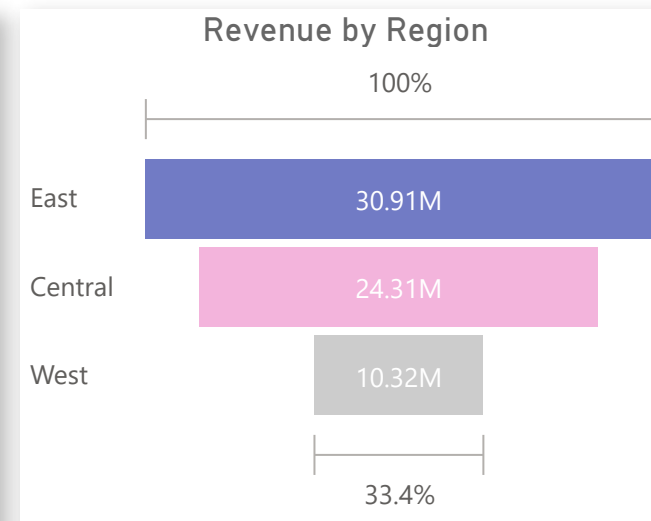




Product Segment

Total Products



Insights about the data model:-



- The data model consists of tables showing the sales, products, customers, geographical-related data.
- The Sales fact table contains the transactional data and references to various dimension tables. Based on this table, the measures are calculated.
- The location hierarchy is modeled using different dimension tables such as Region, State, and City which contains the region-wise, state-wise and District/City-wise data.
- The manufacturer details are related to the product dimension table.
- The Date table contains all the date related attributes such as date-time, date, year, month, and quarter.
- The data model follows a snowflake schema.
- The fact table in the data model is the Sales.
- The dimension tables in the data model are Customers, Products, Manufacturer, Region, State, City and Date.
- The primary keys in the above dimension tables are CustomerID, ProductID, ManufacturerID, , Region_ID, State_ID, ZipCode_City_ID, and Date_ID respectively.

Findings

- . The total revenue generated by the company is 65.55M.
- . The total cost is 47.85M and profit is 17.70M. Moreover the company has 173 products.
- . The total revenue generated for the years 2011, 2012, 2013, 2014, 2015 and 2016 are 10.6M, 11.4M, 1.2M, 13M, 12.3M and 6M respectively.
- . The East region, with a total revenue of 30.91M contributed the highest in Sales revenue. This is followed by Central and West regions with total revenue of 24.31M and 10.32M respectively.
- . The report could forecast the revenue that can be generated for the next 12 months of the year 2023, within a confidence interval of 90% and it will be above 65.98M, which shows a positive growth of the company.
- . The Urban category has contributed the highest in the total revenue.
- . The Rural category contributes the least to the overall revenue.
- . The total revenue is highest when the product category is "Urban" and segment is "Moderation".
- . Out of this segment, the product "Maximus UM-11" with Campaign ID of "22" contributes highest to the total revenue.
- . This category with the highest revenue, did the best in "East" region, and in States such as AK, AL, AR, AZ, CA, CO, CT etc.
- . The Moderation segment which has a major share in the overall sales, has forecasted a total revenue of 38.14M in 2023.