



4/27/2017

Business Intelligence Report

Data Warehousing and Business
Intelligence

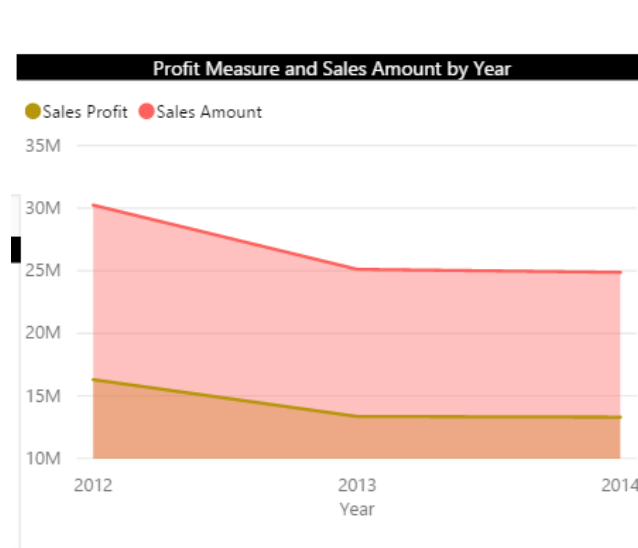
Team 4:

Shivam Negi
Anurag Singh
Atul Nipane

ONLINE SALES

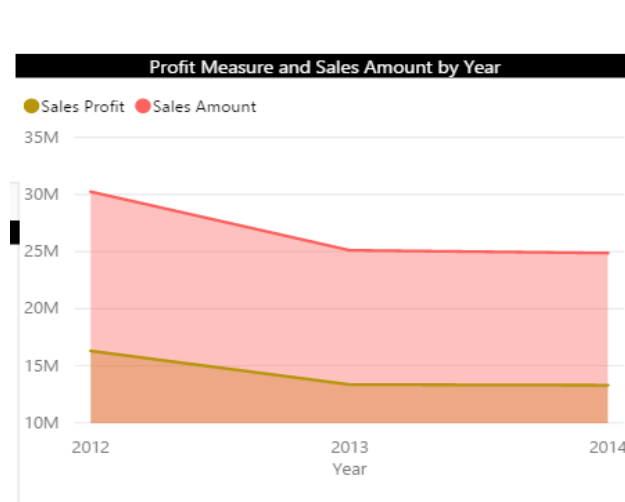
1. How has the online sales changed over years? Is there any interesting trend that is observed?

Ans: Online Sales (Changes over year) – Sales has been dropped from year 2012 to 2013 and remained constant till 2014. Also, if we drill down to month level we do observe a constant drop even in year 2014. There is a decline in total sales with each passing year.



2. How has the online sales profit changed over years? Is there any interesting trend that is observed?

Ans: Online Sales (Changes over year) – Sales has been dropped from year 2012 to 2013 and remained constant till 2014. Also, if we drill down to month level we do observe a constant drop even in year 2014. Decline in Profit



3. Does the highest sale imply highest profit? Explain with BI.

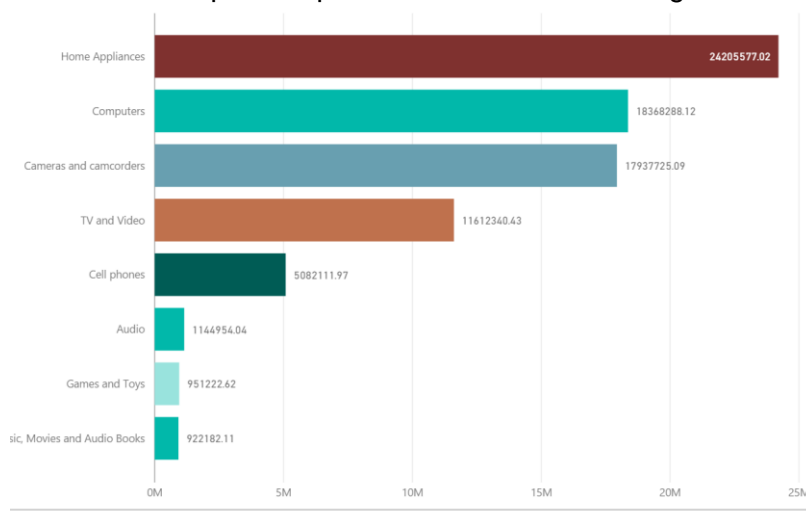
Ans: Yes



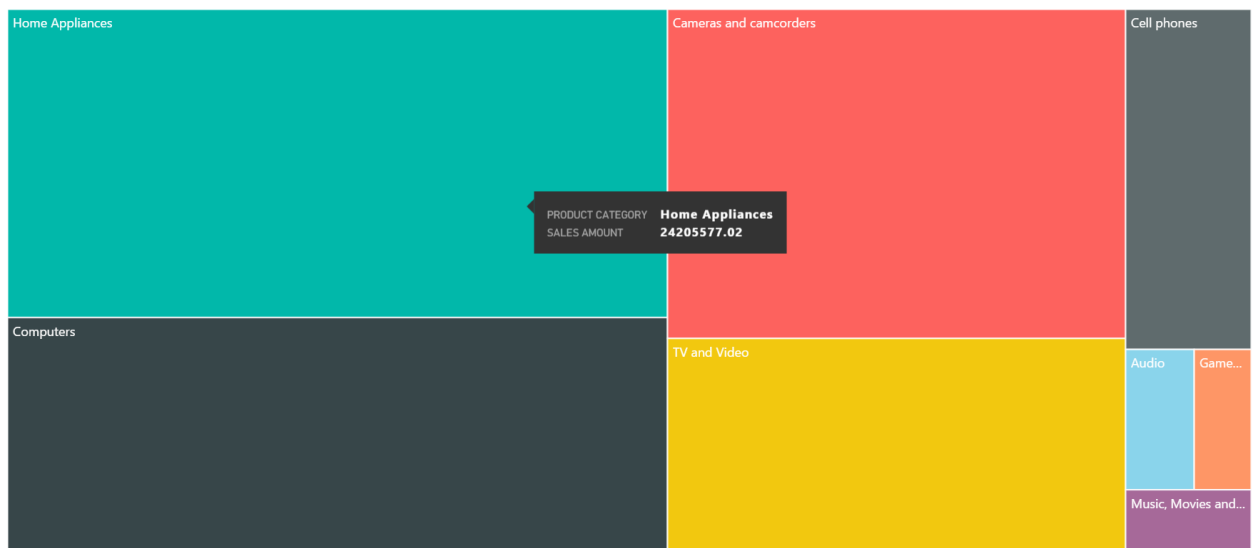
4. Which are the top ten states for average sales?



5. What are the top ten departments/brands for average sales over each year?



6. What is the contribution of these departments to the overall sale?

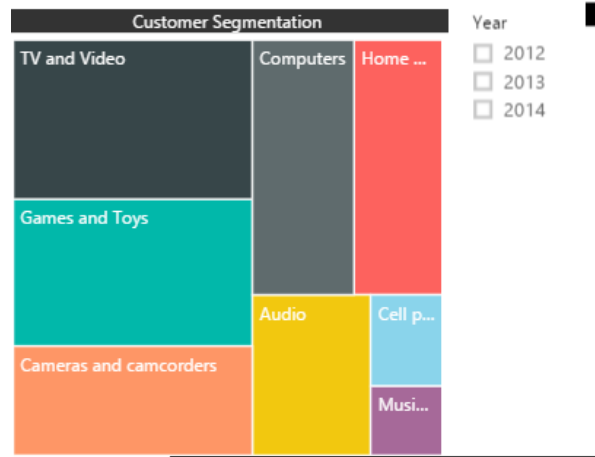


7. Which department attracts the maximum customers each year?

For 2012 - TV and Video category

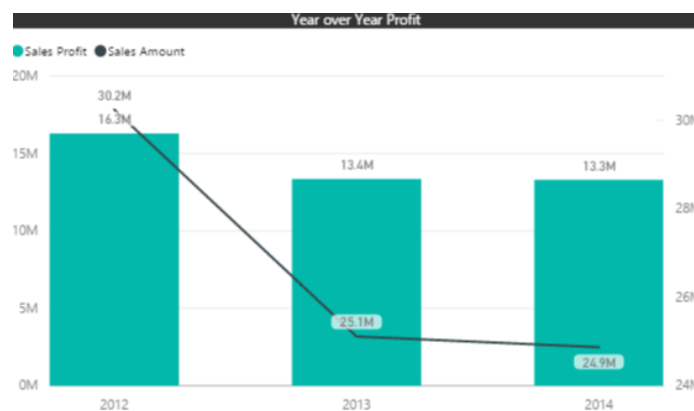
For 2013 – Games And Toys

For 2014 - Games And Toys



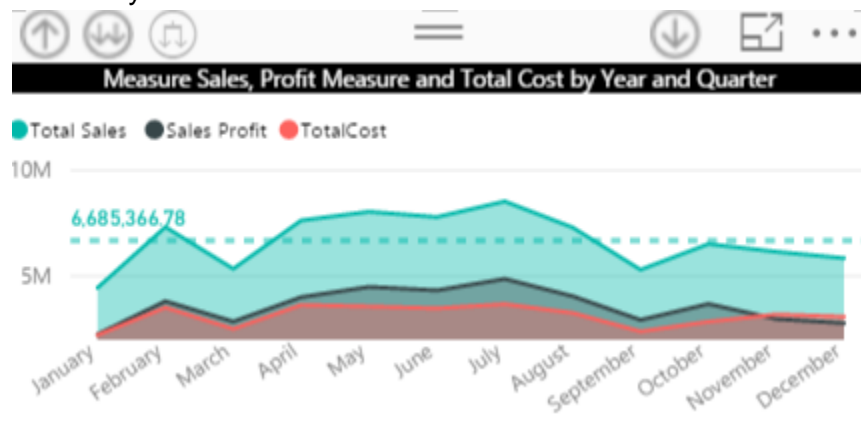
8. When was the highest YoY profit observed?

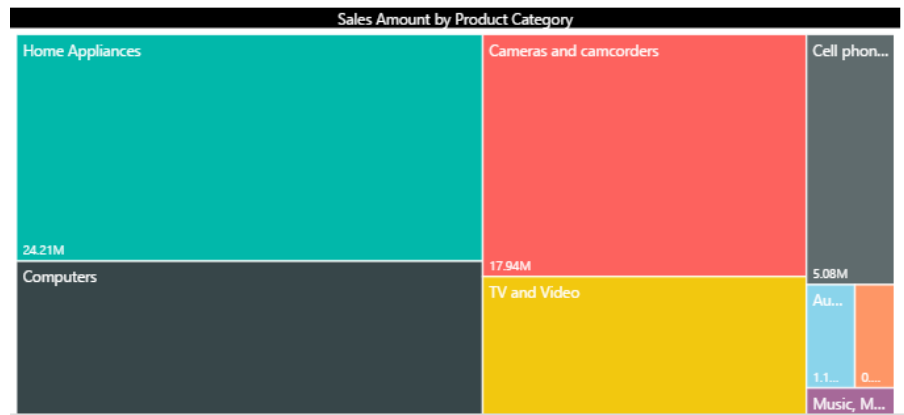
Ans. 2012



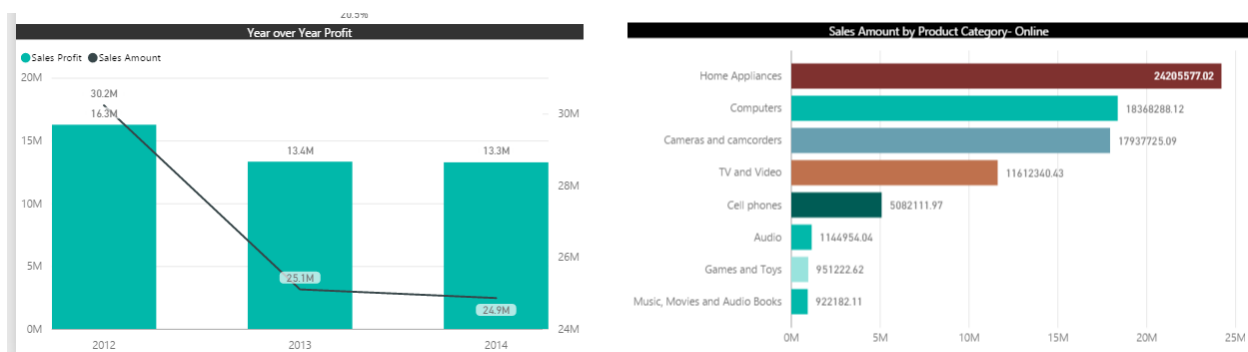
9. Every month, how does the department contribution change to overall sales? Is there any seasonality (holiday) trend that's observed for any given year?

Ans : No Holiday Trend is Observed.

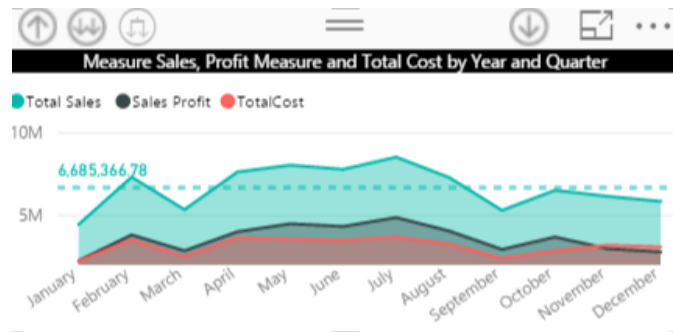




10. Compare the top ten products every year to their corresponding in-stores sale

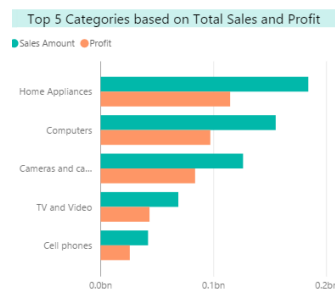


11. Does the highest selling product of 2014 belong to the same category of highest selling category? Is this the case every Month?



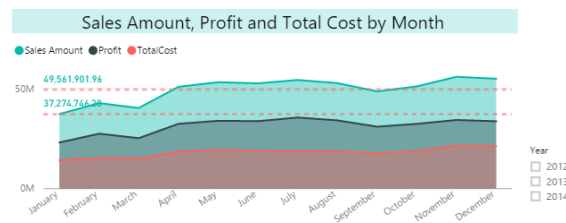
STORE SALES ANALYSIS

- What are the top 5 contributing departments for the total sales?

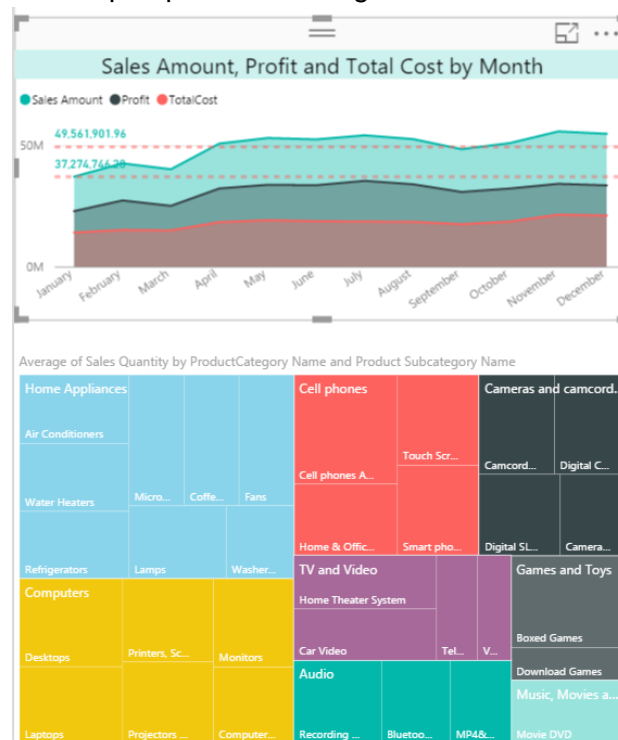


- How does the profit margin for each of these vary?

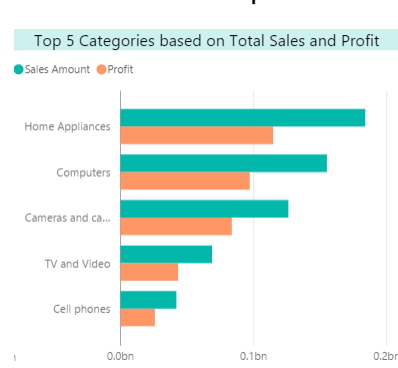
With year filter:



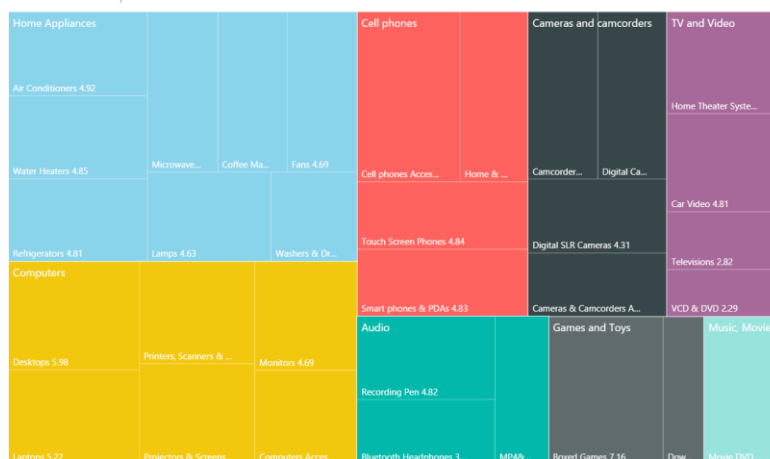
- How has the sales for the top department changed over the months in 2014?



4. Which department contributes to the maximum profit?

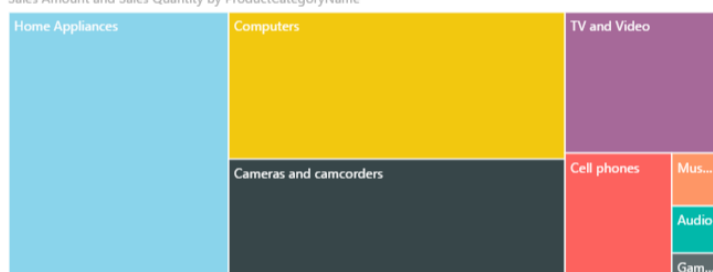


5. What is the average quantity of products bought in each category, subcategory?



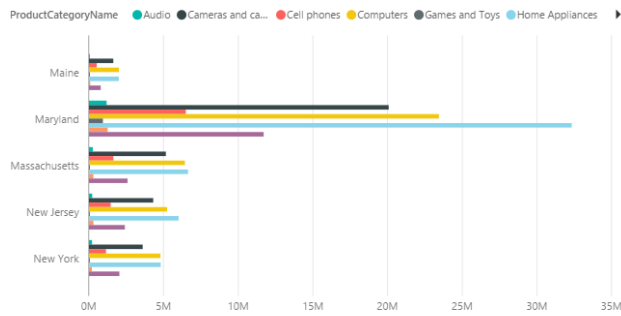
6. How much of the sales does the top product contribute to its dept, category & sub category?
It is a drill down product Hierarchy.

Sales Amount and Sales Quantity by ProductCategoryName

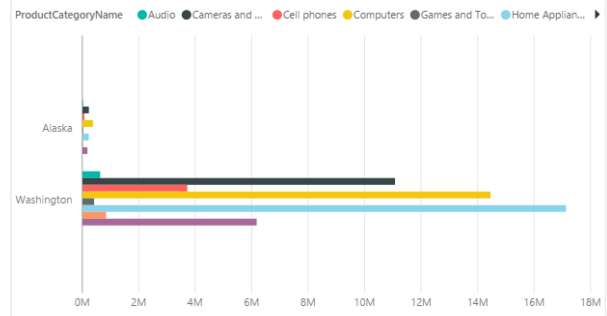


7. Which department has the best sales in the east coast? Is it the same on the west coast?
(You can select what states you want to categorize as east & west)

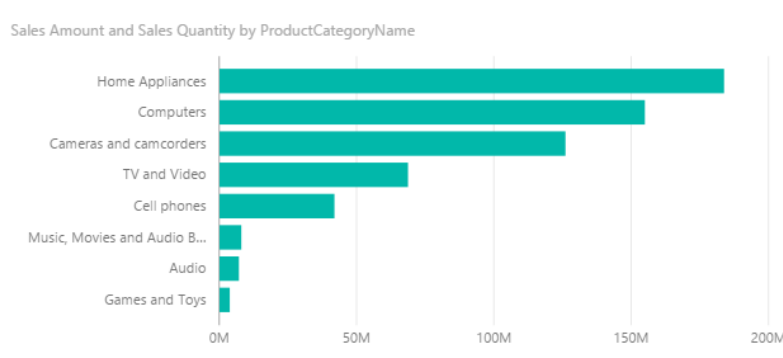
SALES AND BRAND DISTRIBUTION AT EAST COAST



SALES AND BRAND DISTRIBUTION AT WEST COAST



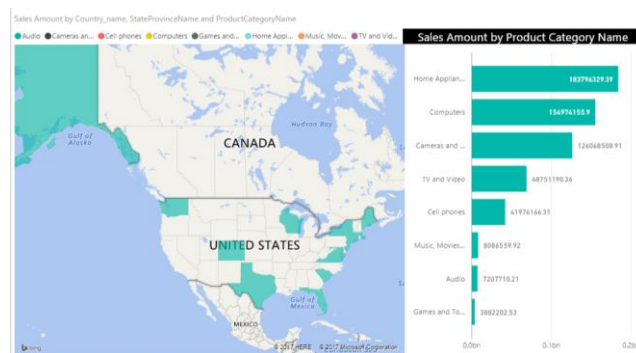
8. Which department has the most expensive products? How many of these products are sold every year?



9. What category contributes to the maximum profit earned each year?



10. How does sales of the cheapest department vary across states?



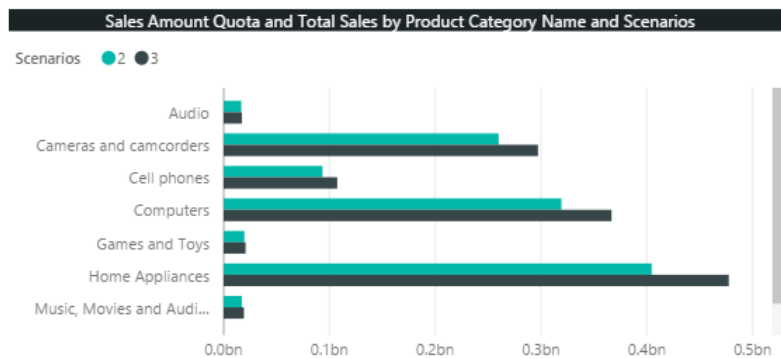
SALES QUOTA & STRATEGY PLAN ANALYSIS:

Facts used: FactSalesQuota, FactStrategyPlan, FactSales

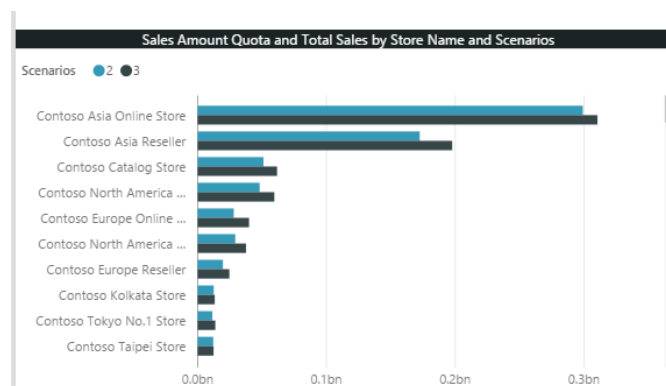
Scenario: Budget, Forecast, Actual (from FactSales)

1. Compare Budget, Forecast & Plan by product or Product Category

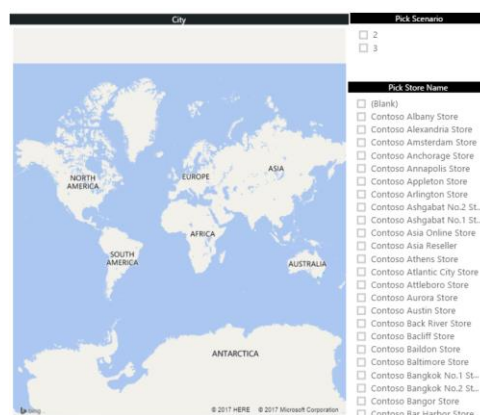
Here 2 and 3 are Scenarios



1. By store



2. By geography



3. What department deviated the most from its forecasted sale for MA in 2014?

