

**Ferntech**

Ferntech a startup that enables centralized monitoring and control easier ways to create new systems, monitor their performance and perform maintenance remotely. In order to maintain data confidentiality the data and numbers are not real.

**Situation**

We needed to know more of what is happening with the business costs and sales revenues. The start up received an 800000 funding given in installments. The first is 500000 2018 and the rest, in 2019 220000 and 80000. The purpose is to see how the costs are distributed in the startup, after funding, where the money goes most and who is best paid.

**Operational costs**

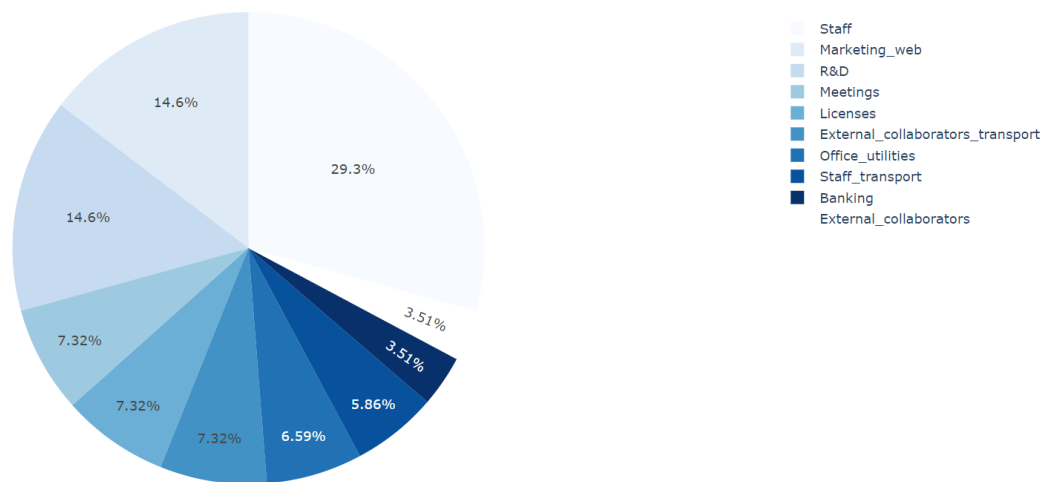


Figure 1. Showing cost distribution

The money is more invested on staff, followed by marketing and then R&D.

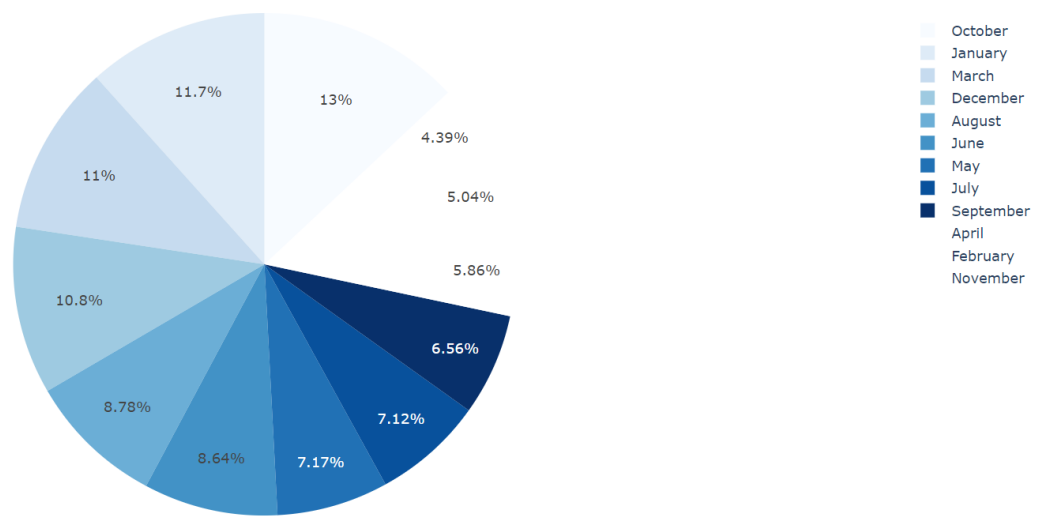


Figure 2. Showing operational costs distribution across months

Costs are higher during winter months, October, December and January.

#### Hottest Year

Year	Costs
2019	183600
2018	157900

#### Banking costs

Opp_costs	Costs	Year	Month	Day
Banking	2400	2019	February	Tuesday
Banking	2400	2019	December	Tuesday
Banking	2400	2018	September	Friday
Banking	2400	2018	February	Tuesday
Banking	2400	2018	January	Friday

## R&D costs

Opp_costs	Costs	Year	Month	Day
R&D	10000	2019	February	Tuesday
R&D	10000	2019	December	Tuesday
R&D	10000	2018	September	Friday
R&D	10000	2018	February	Tuesday
R&D	10000	2018	January	Friday

## Employee insights

Average Salary per job

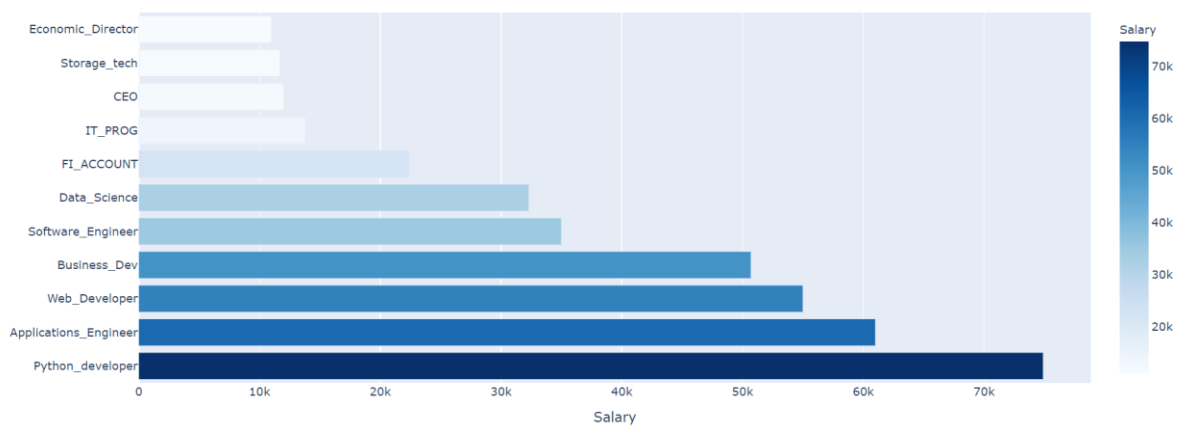


Figure 1 showing who is best paid among all employees

People in IT are best paid in the company.

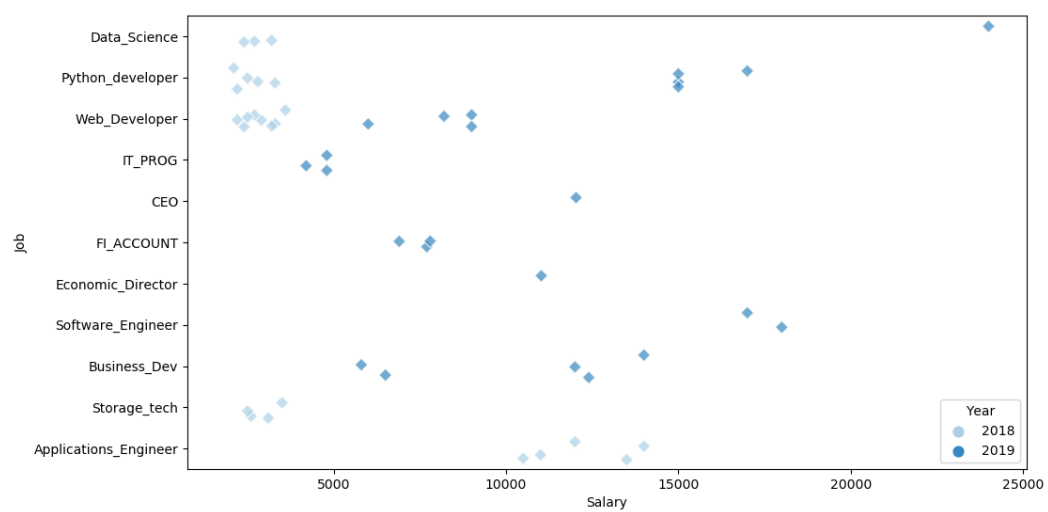


Figure 2. Showing Salary per years.

It seems that in 2018 the best paid job was Data Scientist and in 2019 Python Developer. In 2019 the lowest paid job was Business developer and in 2018 the lowest paid job was Applications developer.

### Sales exploratory data analysis

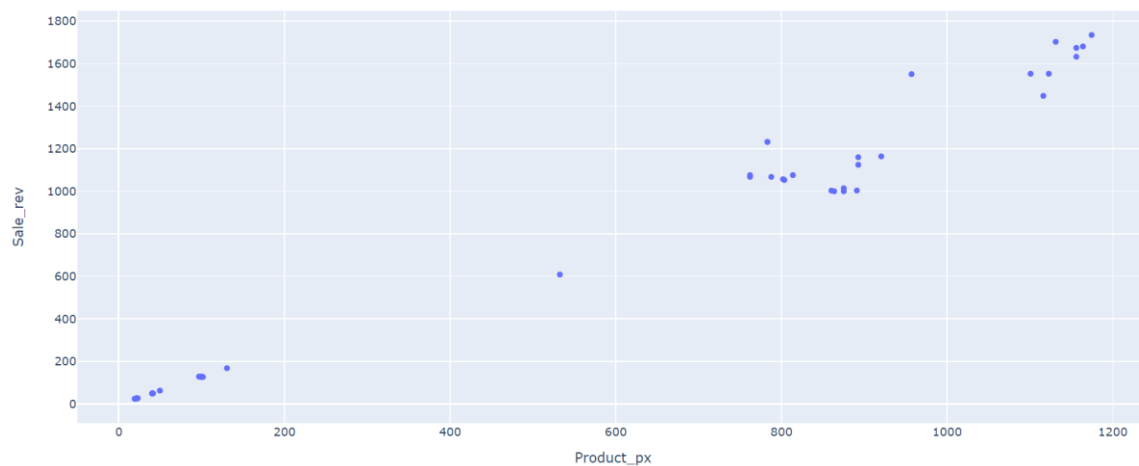


Figure 1. Showing the relationship between the products prices and sales revenue.

It shows a growth of sales revenue along with an increase of product price.

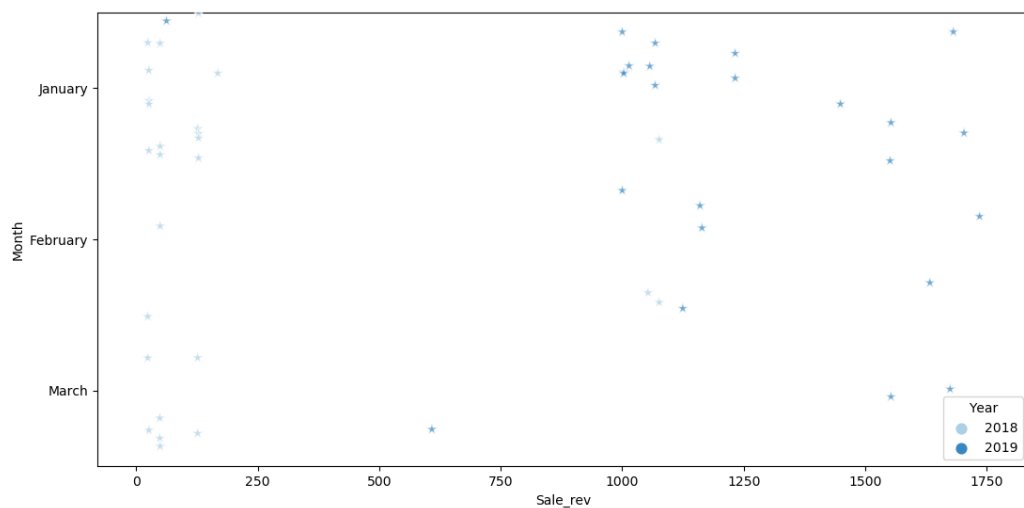


Figure 3. Showing sales revenue distribution across months in two years.

2019 Was more active than 2018. Sales revenue are highest in January and February while March is a not so active month.

Product_px	Sale_rev	Year
(783.03, 1232.16)	2464.32	2019
(1174.44, 1735.04)	1735.04	2019
(1131.05, 1702.99)	1702.99	2019
(1163.97, 1681.09)	1681.09	2019

## Conclusions

The money goes most on Staff Marketing, R&D

Python Developer and IT jobs are best paid.

Costs were higher in winter.

Costs estimate in two years up to 720000, in 2019 remaining with 300000.

Sales were best at the beginning of the year.

In 2019 sales are considerable higher than the previous year. So are the costs.