

Assignment # 2

Please upload the data in a new sheet and perform necessary steps. Answer the below questions in each page and choose your visuals

- 1 General Intro about data.(Choose any visuals to represent your overall data)
- 2 When was the first and last store opened ?
- 3 Study about your expenses. What are the components for expenses? Which component is the major contribution for expenses? Also find your percentage of each component out of total expenses.
- 4 Analyse Total_sales for Asia. Demonstrate Total sales, Previous year total sales and Year on Year % of Total sales for Asia
- 5 Find out your expenses for Audio and cellphone and Rank it according to city

Sales Analysis for Years

2007 - 2009 (USD)

Revenue

3,249M

Expense

1,471M

Profit

1,778M

Profit %

121%

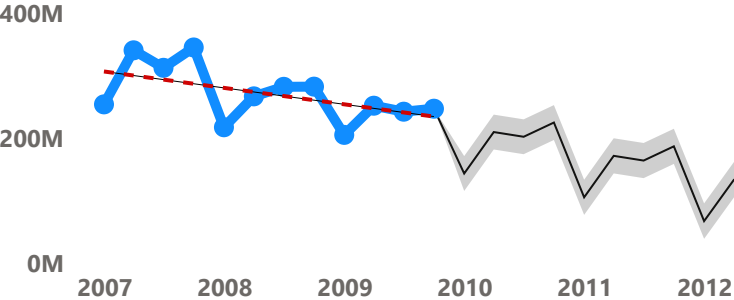
Sales Volume

14M

Customers

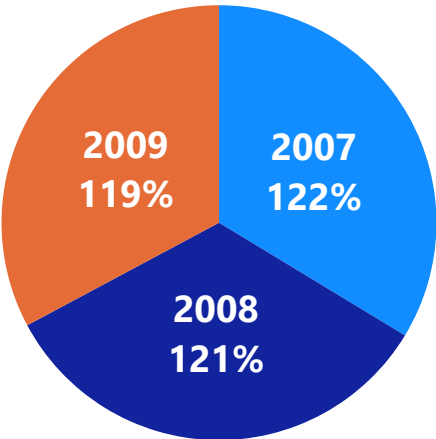
860K

Revenue Trend & Forecast



Year	Month	Net Profit	Net Profit MoM%
2007	January	44,960,149	
2007	February	48,420,013	8%
2007	March	44,916,369	-7%
2007	April	61,676,330	37%
2007	May	66,576,125	8%
Total		1,777,912,298	2%

Yearly Profit %



ChannelN...

- ☐ Catalog
- ☐ Online
- ☐ Reseller
- ☐ Store

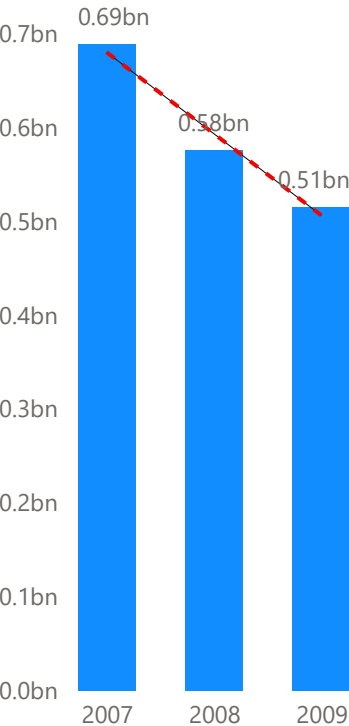
Continent

- ☐ Asia
- ☐ Europe
- ☐ North Am...

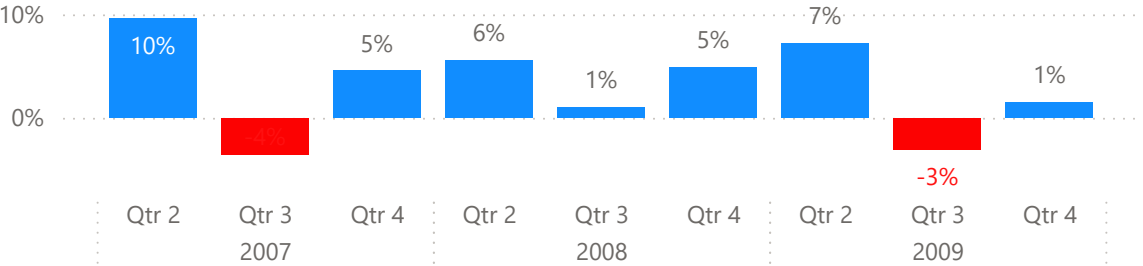
Year

- ☐ 2007
- ☐ 2008
- ☐ 2009

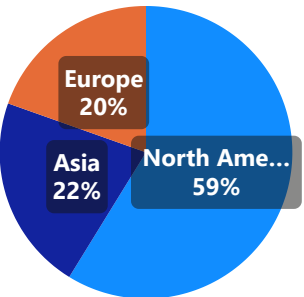
Net Profit by Year



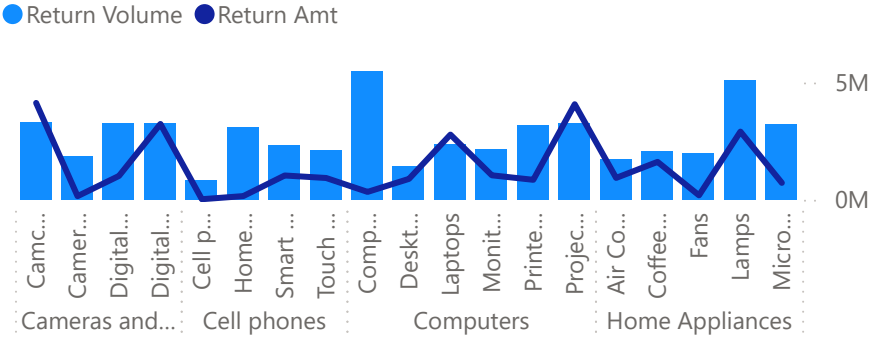
Sales YoY %



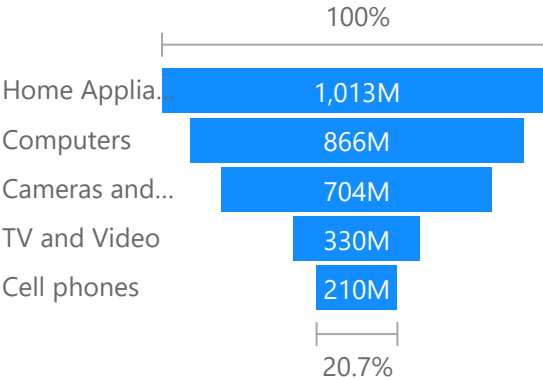
Revenue by Continent



Most Returned Products



Top Selling Category



Store Data

No. of Stores

291

No. of Store Employees

10K

Avg. staff per Store

35

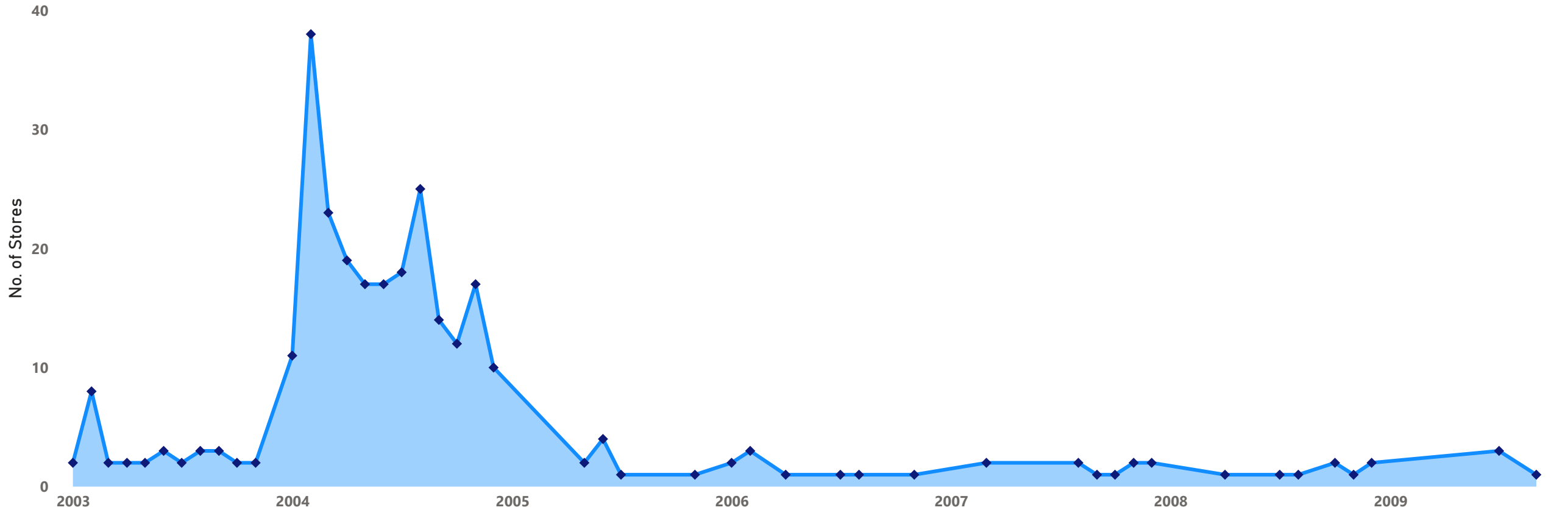
Opening_Date_of_First_Store

29 January 2003

Opening_Date_of_Last_Store

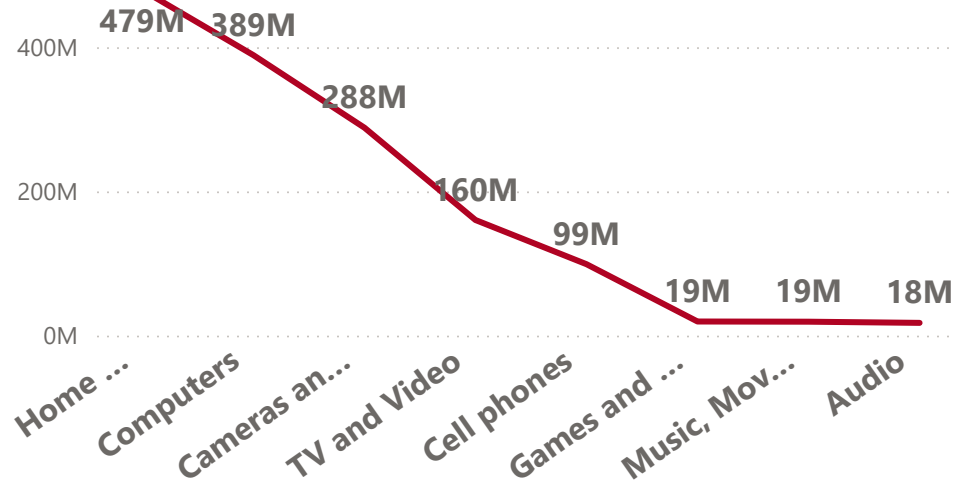
02 September 2009

Initiation Dates of New Stores

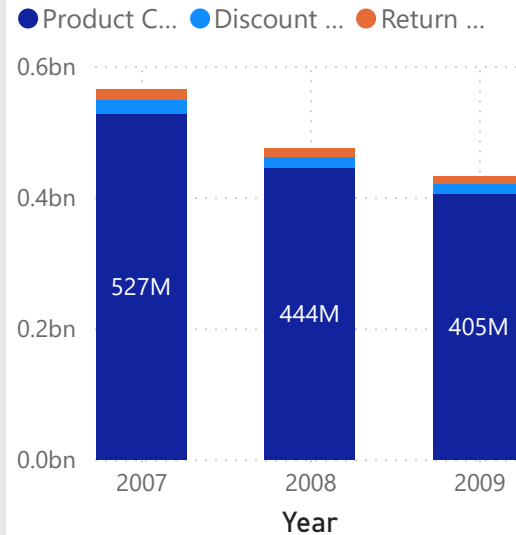


Expenses

Expense



Yearly Expense Breakdown

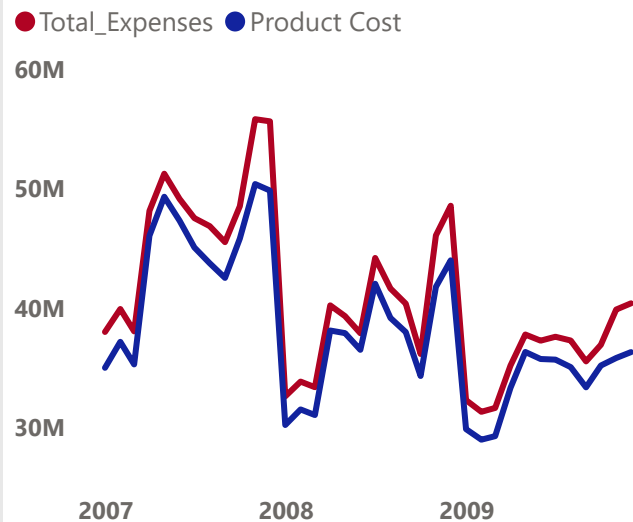


Total Expense		
1,471M		
Product Cost	Discount Amt	Return Amt
1,376M	53M	41M
Product Cost %	Discount %	Return %
93.6%	3.6%	2.8%

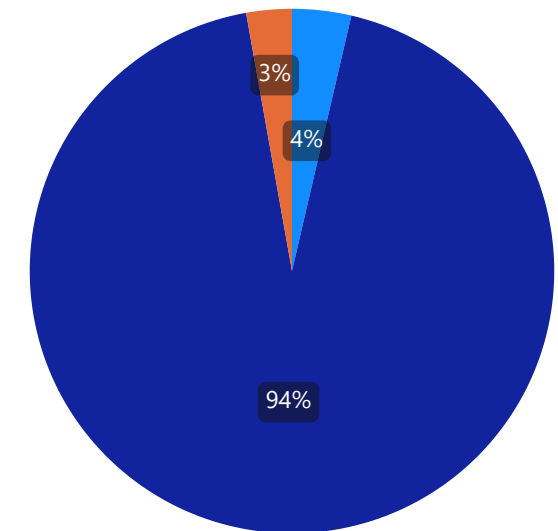
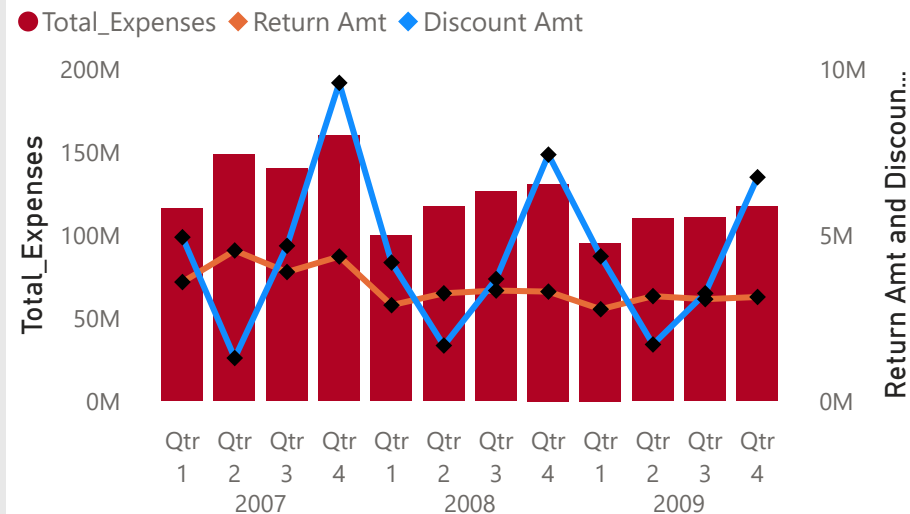
Expense Components

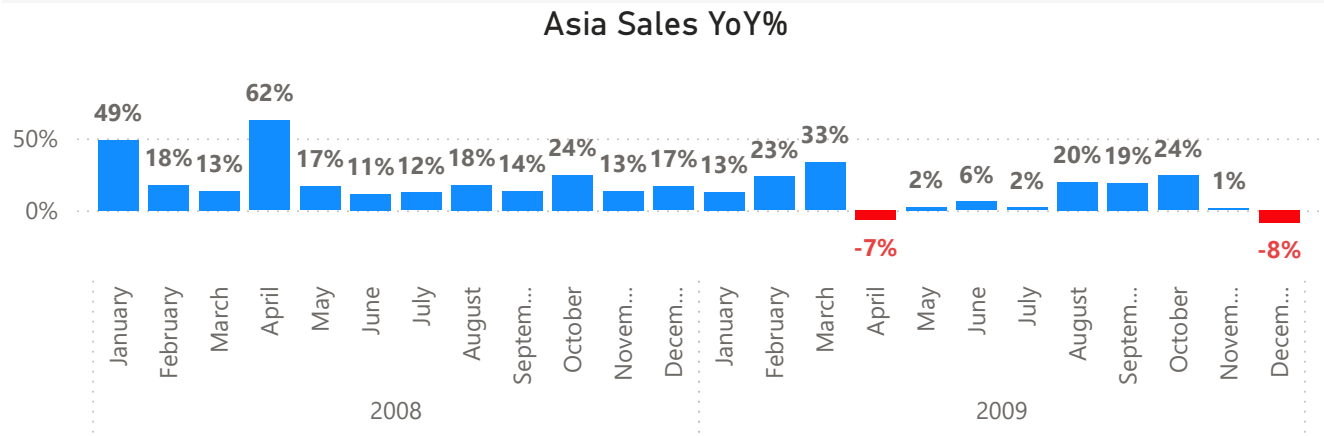
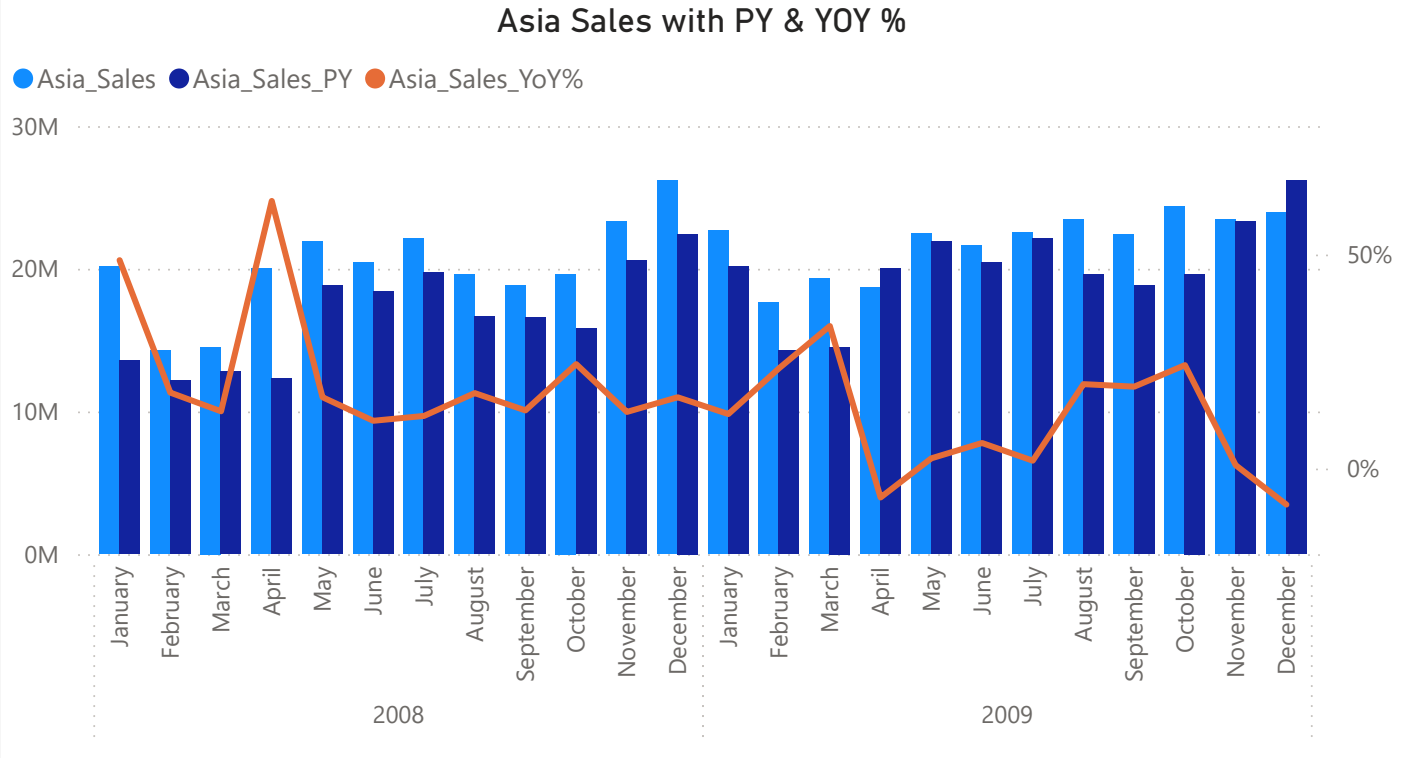
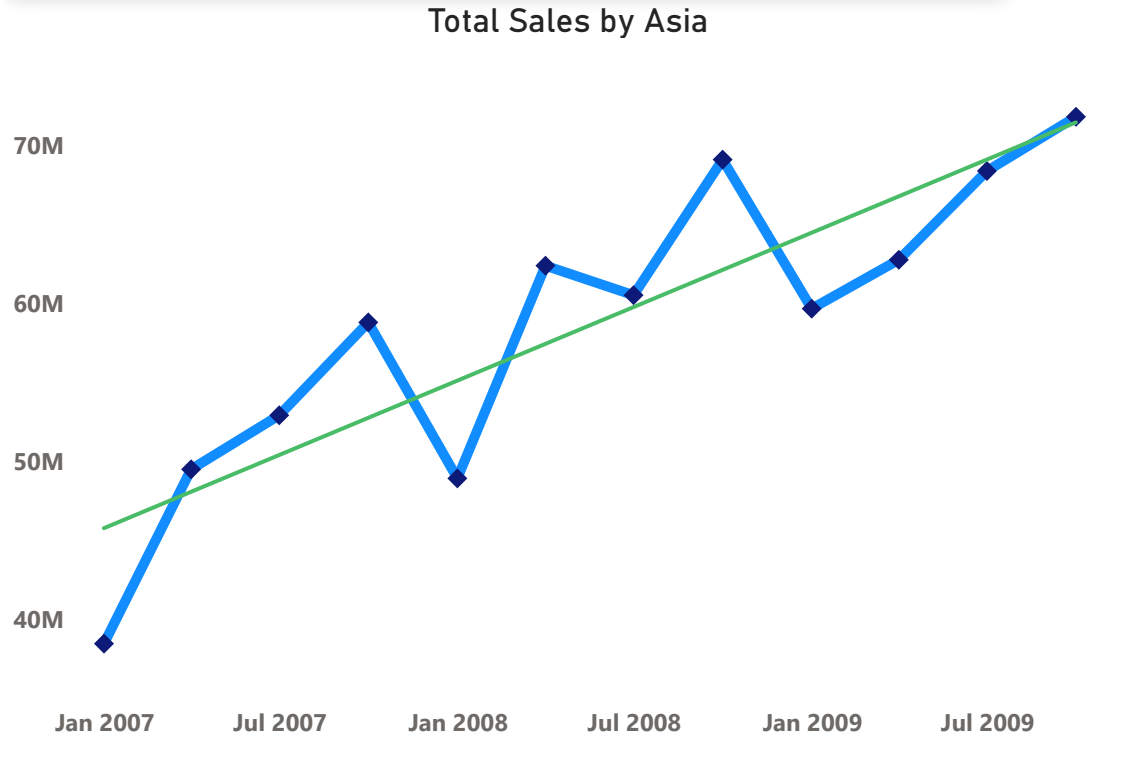
Discount Amt Product_Cost Return Amt

Product Cost on Total Expense



Return Amt vs Discount Amt on Expenses,





Year	Asia_Profit	Asia_Sales	Asia_Sales_PY	Asia_Sales_YoY	Asia_Sales_YoY%
2007	109M	200M		200M	
2008	131M	241M	200M	41M	21%
2009	141M	263M	241M	22M	9%
Total	381M	703M	441M	263M	60%

Expenses for Audio and Cellphone and its Ranking according to city

CityName	Total_Expenses	Expense_Audio&Cellphone	Rank_Exp_Audio&Cellphone
Beijing	175,472,531.06	13,821,229.11	1
North Harford	126,001,457.60	9,482,698.79	2
Bethesda	115,475,848.56	8,639,569.34	3
Berlin	97,599,542.94	7,448,669.79	4
Seattle	78,611,511.73	5,995,572.64	5
Paris	65,110,784.79	4,944,238.52	6
Houston	10,578,431.92	856,822.09	7
Shanghai	9,011,092.21	802,987.41	8
Sydney	9,154,243.03	784,971.12	9
Tokyo	8,862,992.29	773,142.50	10
Osaka	8,421,736.41	770,106.74	11
Hong Kong	8,708,486.50	745,445.53	12
Ashgabat	8,625,341.96	706,983.64	13
Tehran	8,930,136.36	699,747.79	14
Toronto	8,300,502.11	665,125.02	15
Milwaukee	8,013,948.94	659,440.08	16
Islamabad	7,849,977.25	651,725.46	17
Denver	8,041,265.45	623,311.67	18
Damascus	7,704,876.61	621,113.11	19
Bangkok	6,295,845.42	542,625.82	20
Moscow	7,052,938.84	534,901.52	21
Thimphu	5,244,801.21	489,162.38	22
Total	1,471,200,129.90	116,412,832.31	1

Cities which has high Expenses for Audio and Cellphone

