

DATA FIESTA -3.0

ABC Inc. & it's challenges

...

By **SAGITTARIUS**
MAHARAJA SURAJMAL INSTITUTE OF TECHNOLOGY
MEMBERS: TUSHITA SINGH
N SUDHA SUSHMA
UTKARSH CHAUHAN

INSIGHTS AND DISCUSSIONS:

1. TOTAL REVENUE FOR THE ENTIRE DATASET: 217.30 MILLION
2. NET SALES FOR THE ENTIRE DATASET: 604.803K
3. A.U.R (AVERAGE UNIT RETAIL) CAN BE ANALYSED YEAR WISE OR MONTH WISE
4. TOTAL UNITS PER SKU CAN BE OBSERVED FOR TOP N SKUs

TOP 5 BEING: WATER CREAM, SILK CANVAS, SEPH BOTF-2018, SKIN MIST, PC OIL

5. TOTAL VOLUME PER SKU CAN BE OBSERVED FOR TOP N SKUs

TOP 5 BEING: WATER CREAM, SILK CANVAS, ESSENCE, SKIN MIST, CHANNEL 3 PSV JUNE 2018-A305748

6. COGS PER MONTH CAN BE CALCULATED AS TOTAL REVENUE/NET SALES:

Water cream, Silk canvas, CHANNEL 3 PSV JUNE 2018-A305748

7. VOLUME OF SKU PER MONTH CAN BE OBSERVED

8. UNITS OF SKU PER MONTH CAN BE OBSERVED

9. REGION WISE DATA

10. YOY

DASHBOARD 1 LINK:

https://public.tableau.com/views/ABCINC_SALESINSIGHT/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

DASHBOARD 2 LINK:

https://public.tableau.com/views/Book2_16600706207990/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

an Feb M. Apr M. Jun Jul Aug Sep Oct Nov Dec

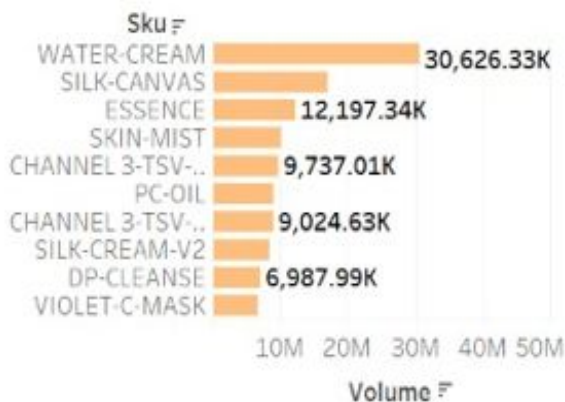
TOTAL UNITS PER SKU



TOP SKU BY UNITS

10

TOTAL VOLUME PER SKU



TOP SKU BY VOL

10

TOTAL REVENUE

263,717,047

NET SALES

5,368.89K

AVERAGE UNIT RETAIL

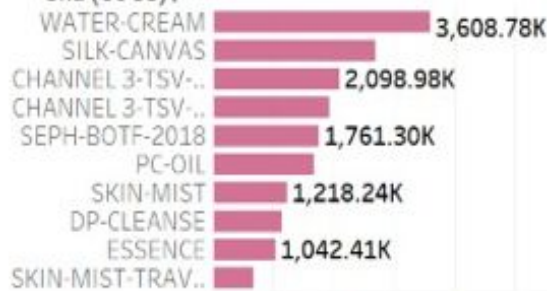
49.11

COGS

NUMBER OF COGS

10

Sku (COGS) =



1M 2M 3M 4M 5M

COGS% =

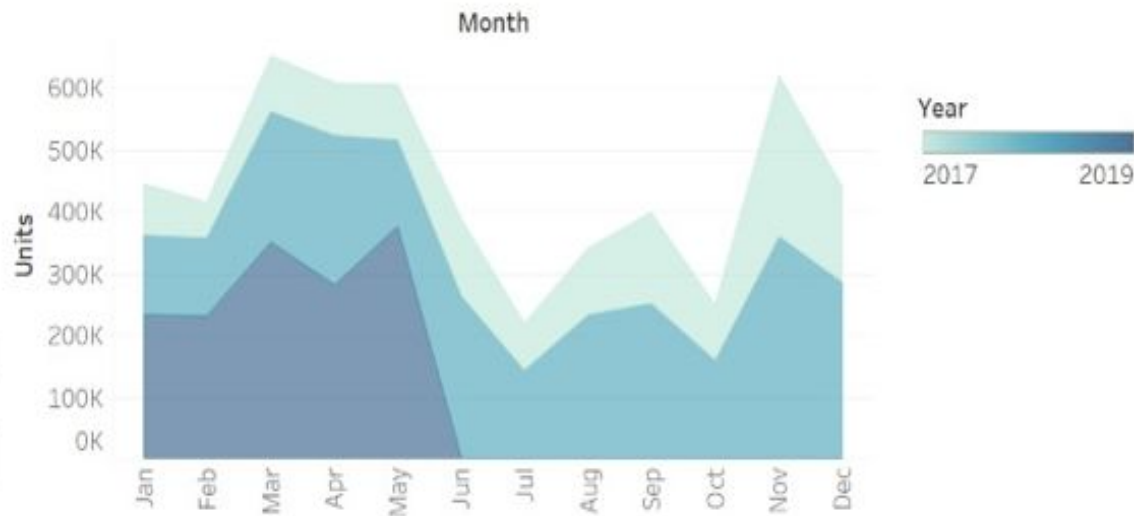
VOLUME PER MONTH



UNITS PER MONTH



YOY



REGION WISE DATA

Sku (Sku Region)

