

A woman stands in the center of a meeting room, gesturing towards a whiteboard. The whiteboard displays a bar chart with seven bars of varying heights and a pie chart below it. The bar chart has a y-axis labeled 'y' and an x-axis with numbers 1 through 7. The pie chart is divided into four segments, with one segment shaded. Several people are seated around a long table in the foreground, looking towards the presenter. The room has large windows in the background. The entire image is overlaid with a blue tint and decorative white circles of various sizes.

DATA STORYTELLING

DATA BACKGROUND

Sample Data: **Contoso**

Period: **2007 – 2009**

Industry: **Trading consumer electronics & media**

Home Appliances

Cell phones

Computers

Games & Toys

Camera
& Camcorder

Music, Movies &
Audio Books

TV & Video

Audio

Market: **Worldwide**

North America

Europe

Asisa

Distribution Model: **Multi-channel**



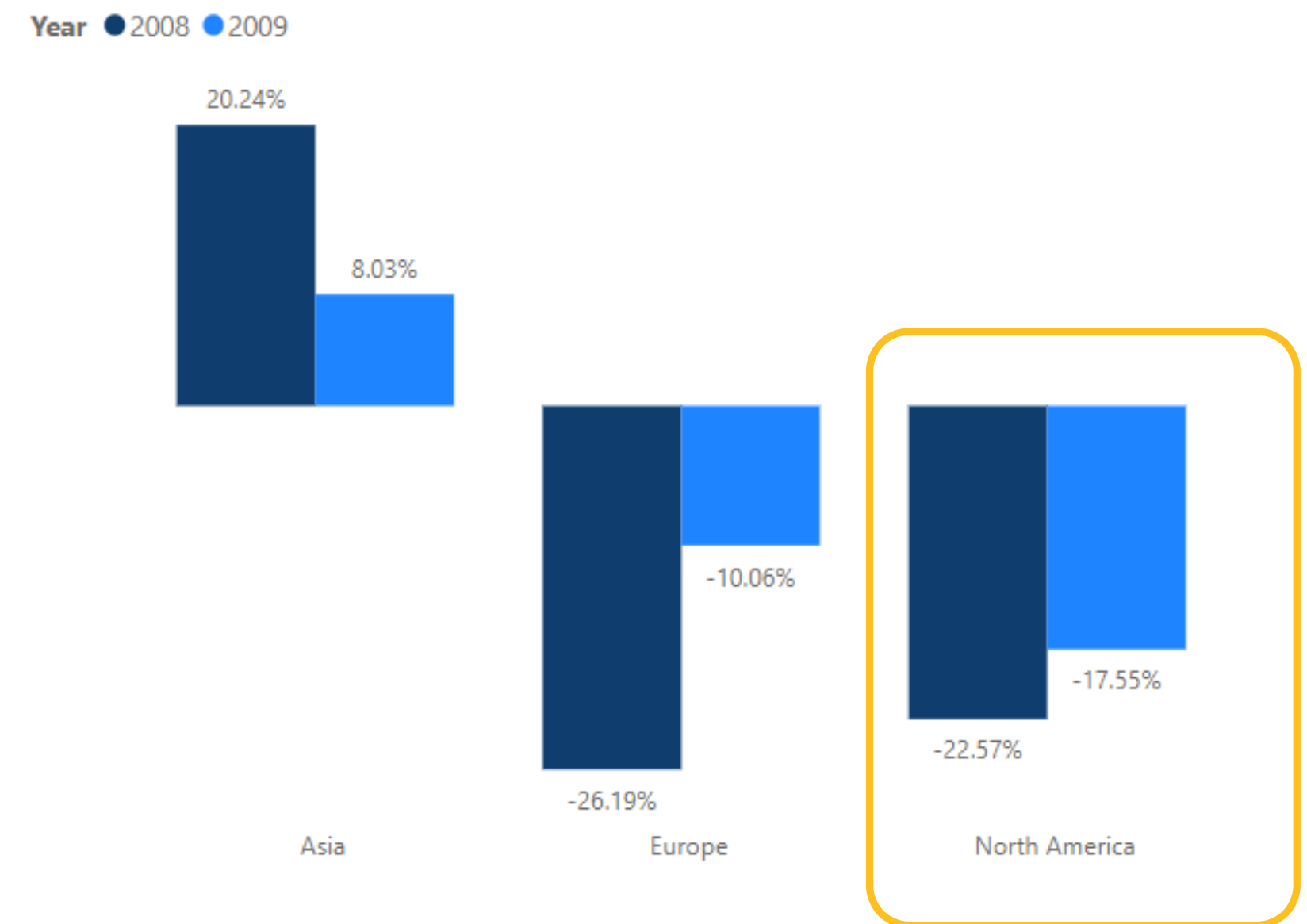
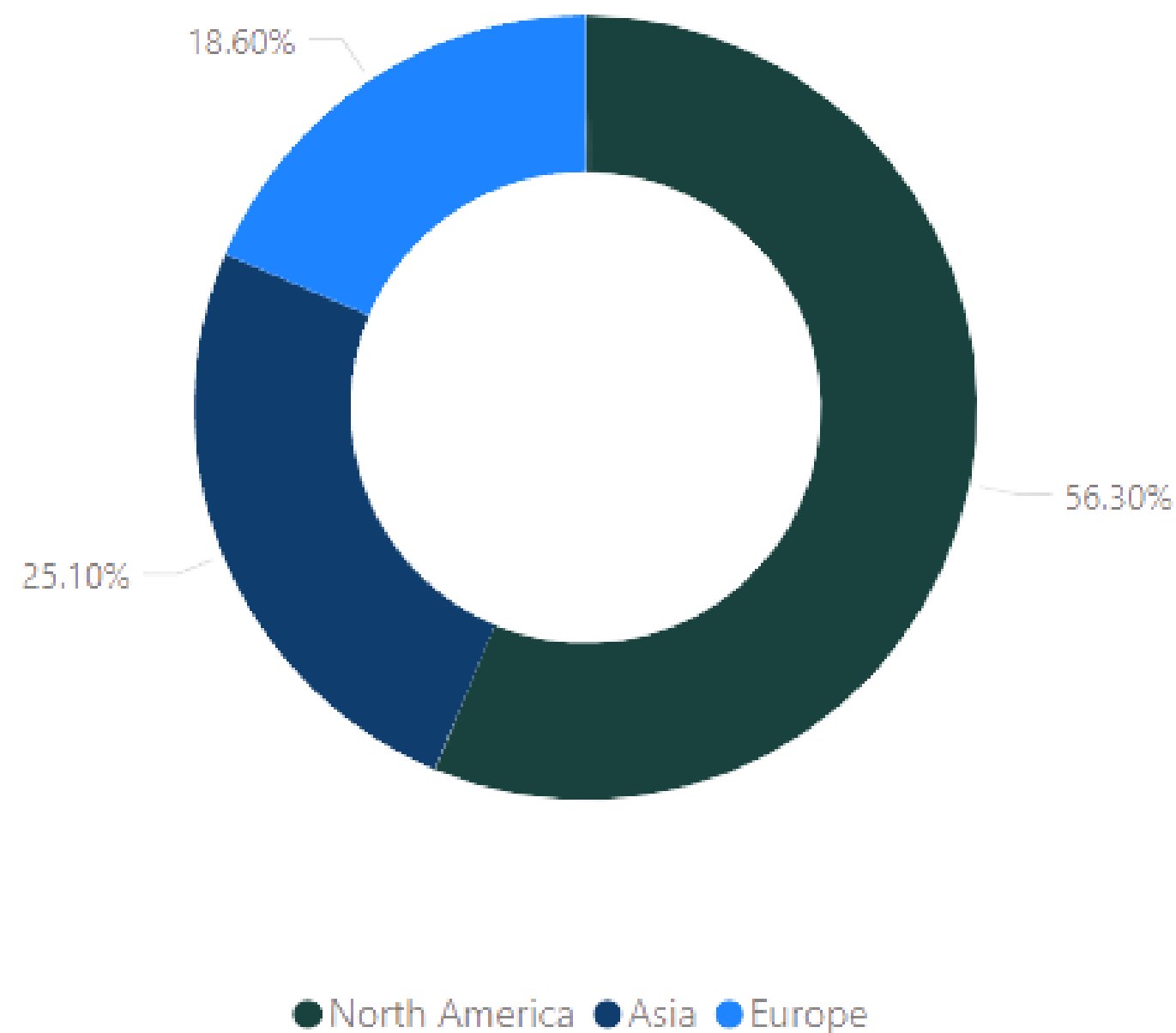
THE OBJECTIVES

2008 financial crisis has resulted in the global economic recession and major changes in customer behavior, which signals some abnormal sales performance at Contoso during 2008 - 2009 period. Therefore, the BOD and sales team should prepare strategic solutions, considering today insight presentations.

Key Area dropped significantly YoY

Contribution of North America in
Gross Sales 3 Years

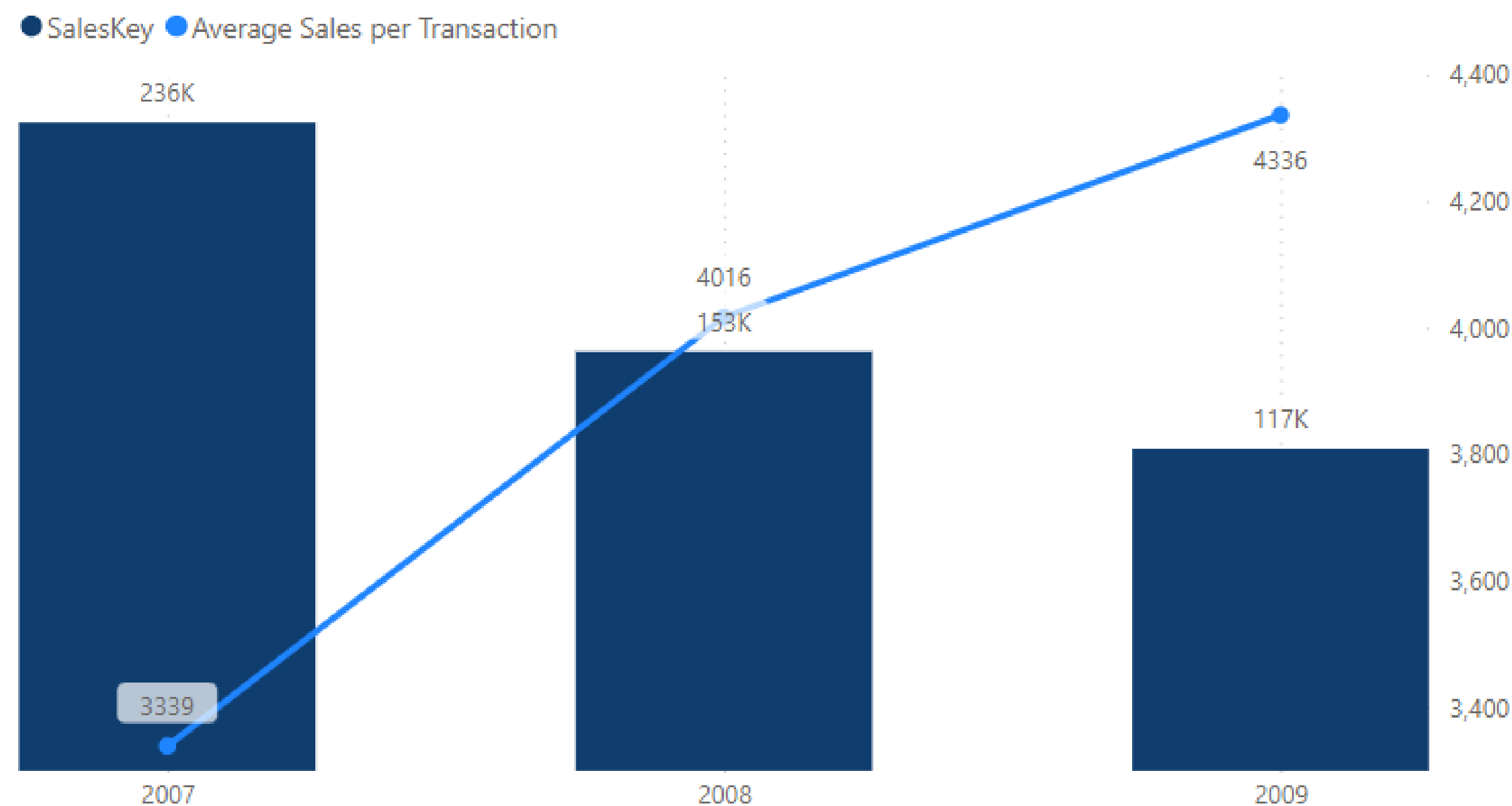
Gross Sales YoY%



North America is still main Area of Contoso, contributed ~ 59% total Gross Sale in last 3 years. NA dropped significant -22.57% & -17.55% for 2008 & 2009.

Revenue Dropped because of...

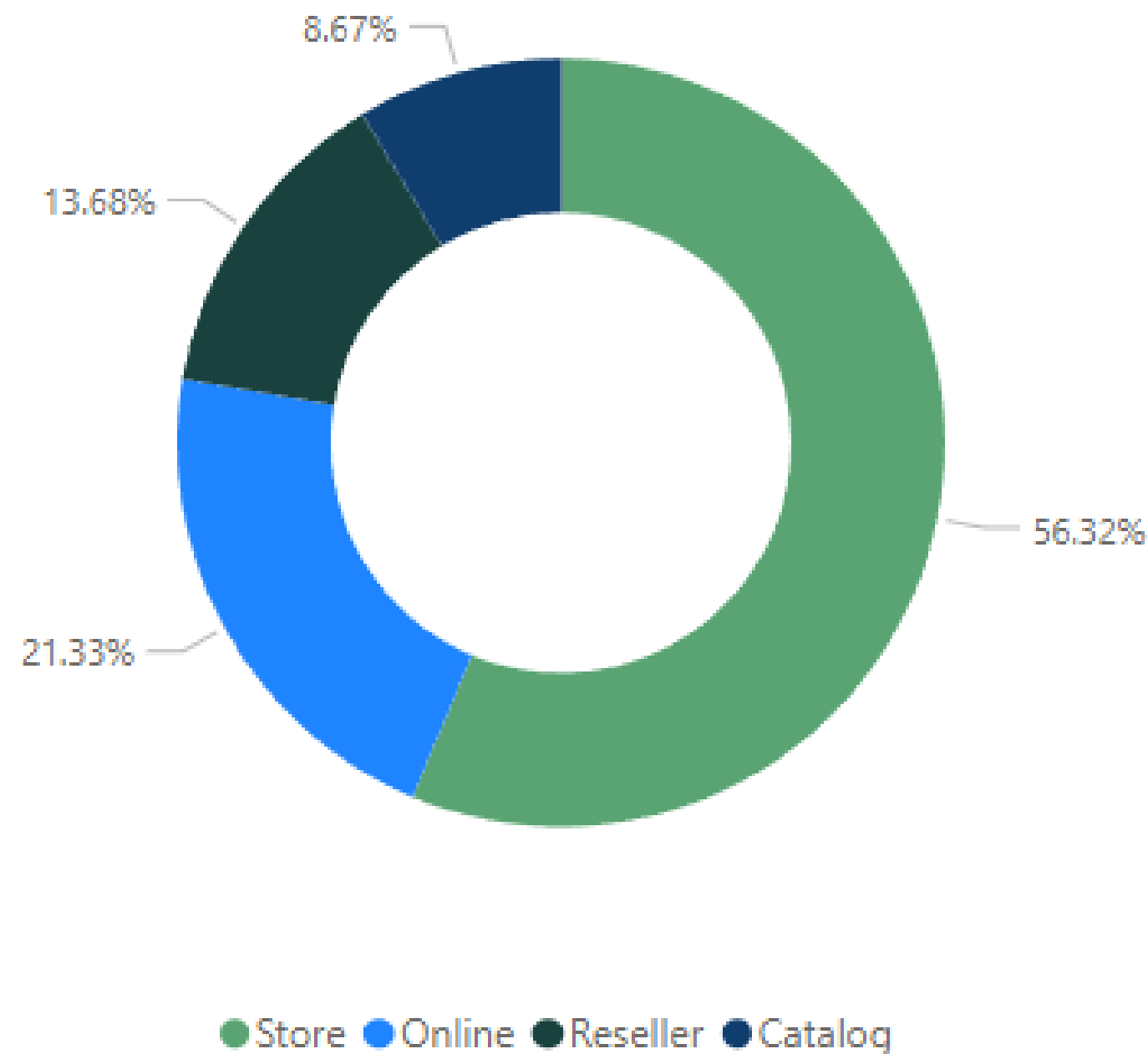
No. of Transaction & AVG Sales Amount per Transaction



Gross Sales Amount YoY in North America decreased because of **Sales Key**, however **AVG Sales Amount by Transaction** increased YoY.

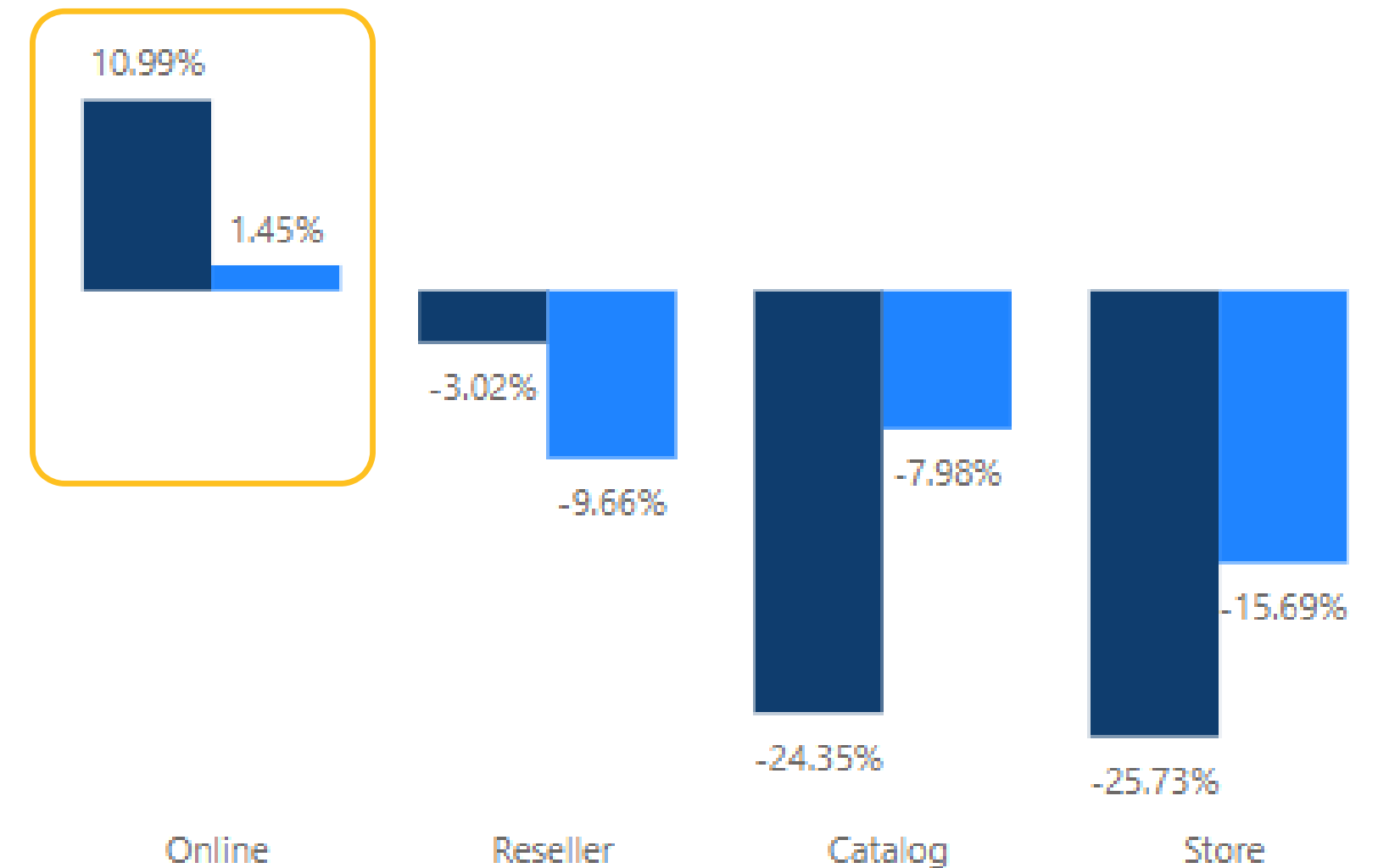
Online Channel becomes leader

Contribution of Online 3 Years



Gross Sales YoY%

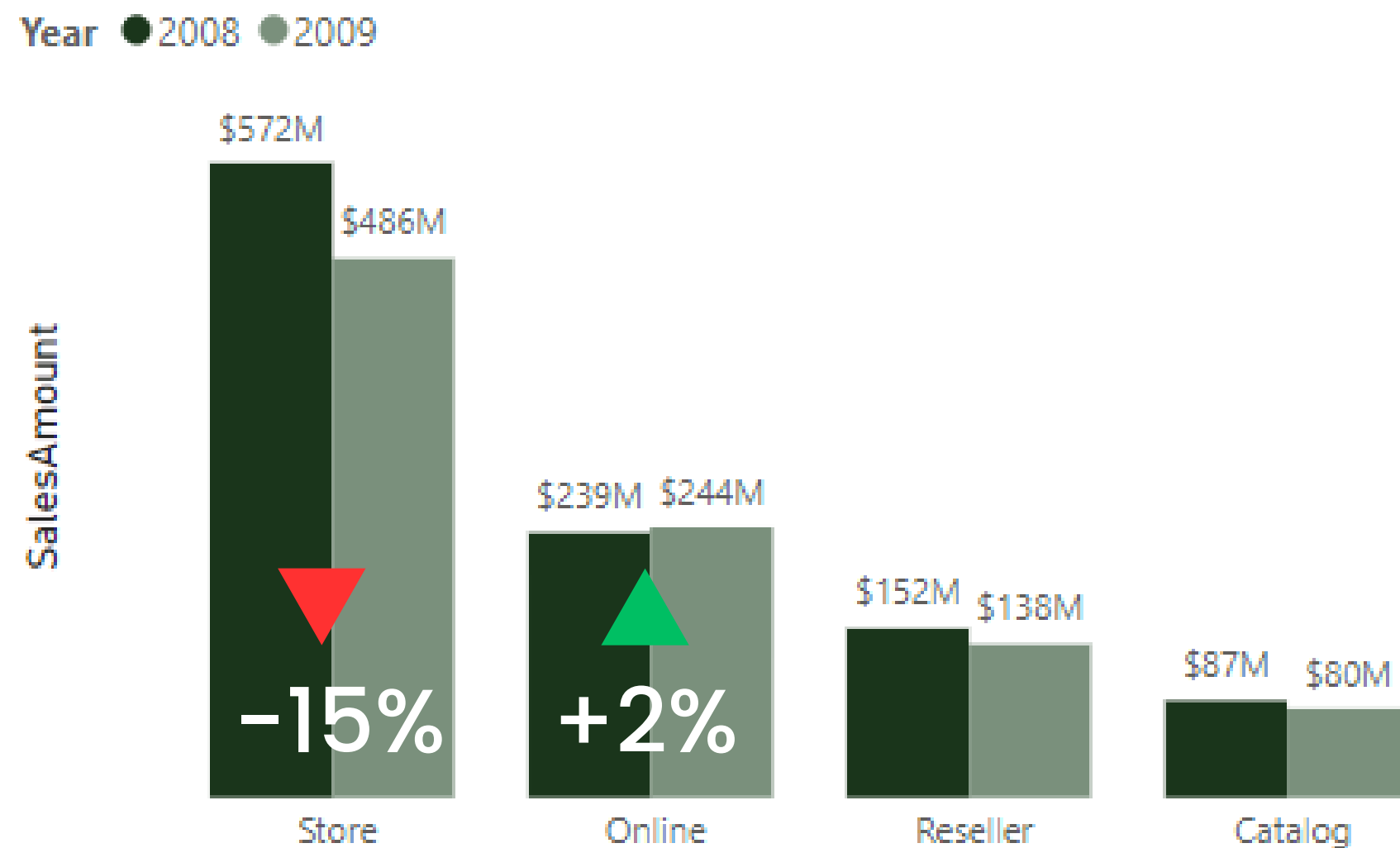
Year ● 2008 ● 2009



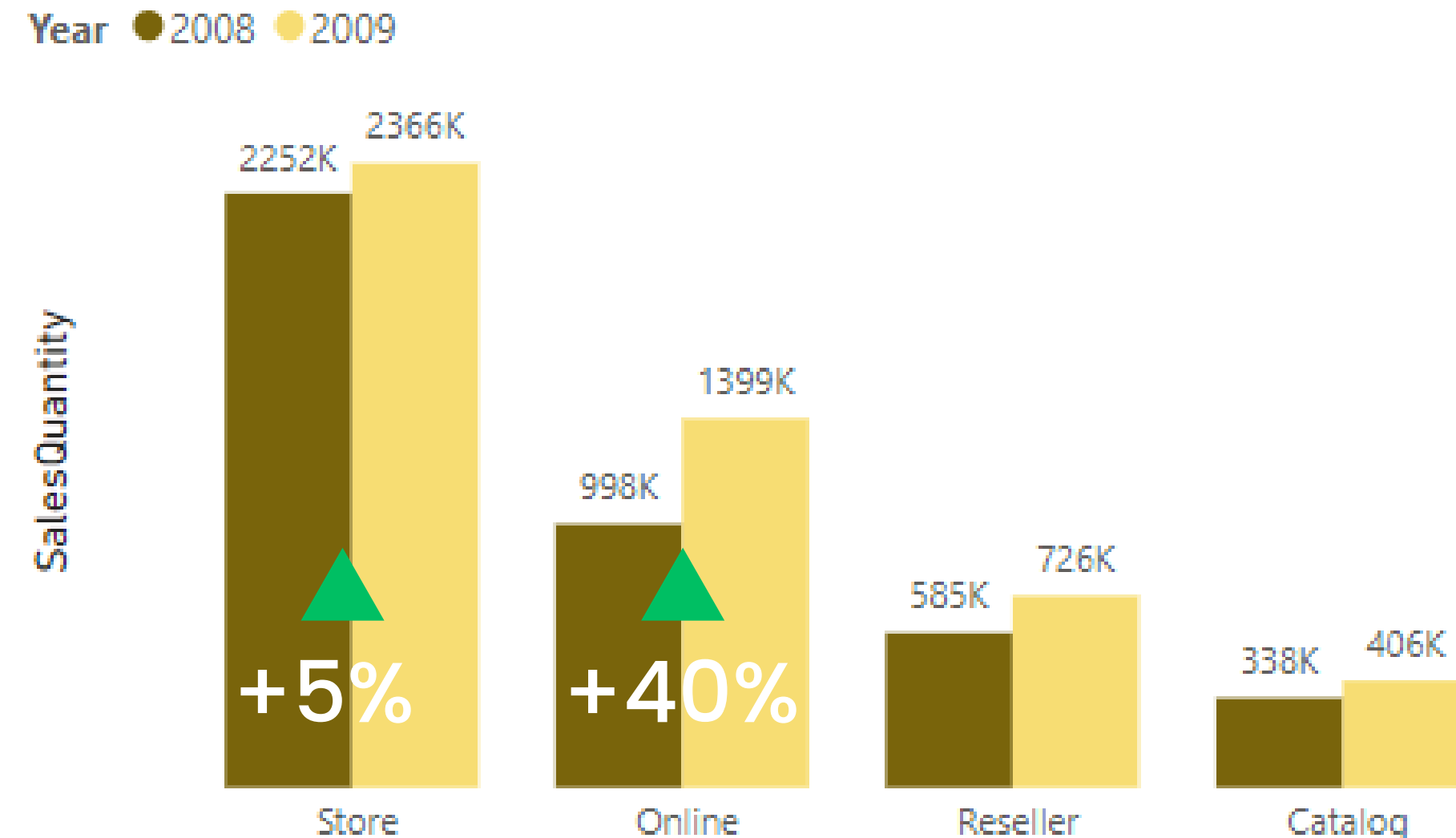
Online is the second highest channel of Contoso, contributes 21.33% total Gross Sales in the last 3 years. Online increased significantly which is 10.99% and 1.45% in 2008 and 2009 while all other channels decreased.

Customers shop online for cheaper products

Sale Amount by Channel



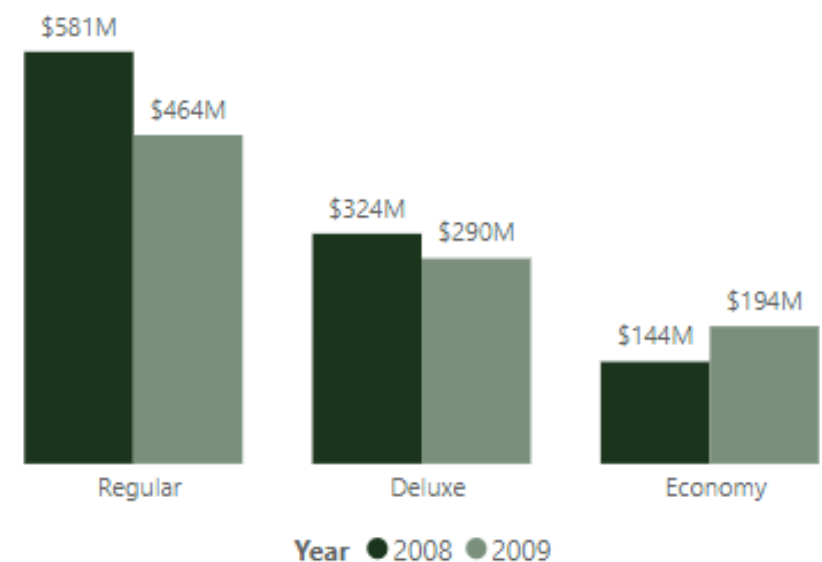
Sale Quantity by Channel



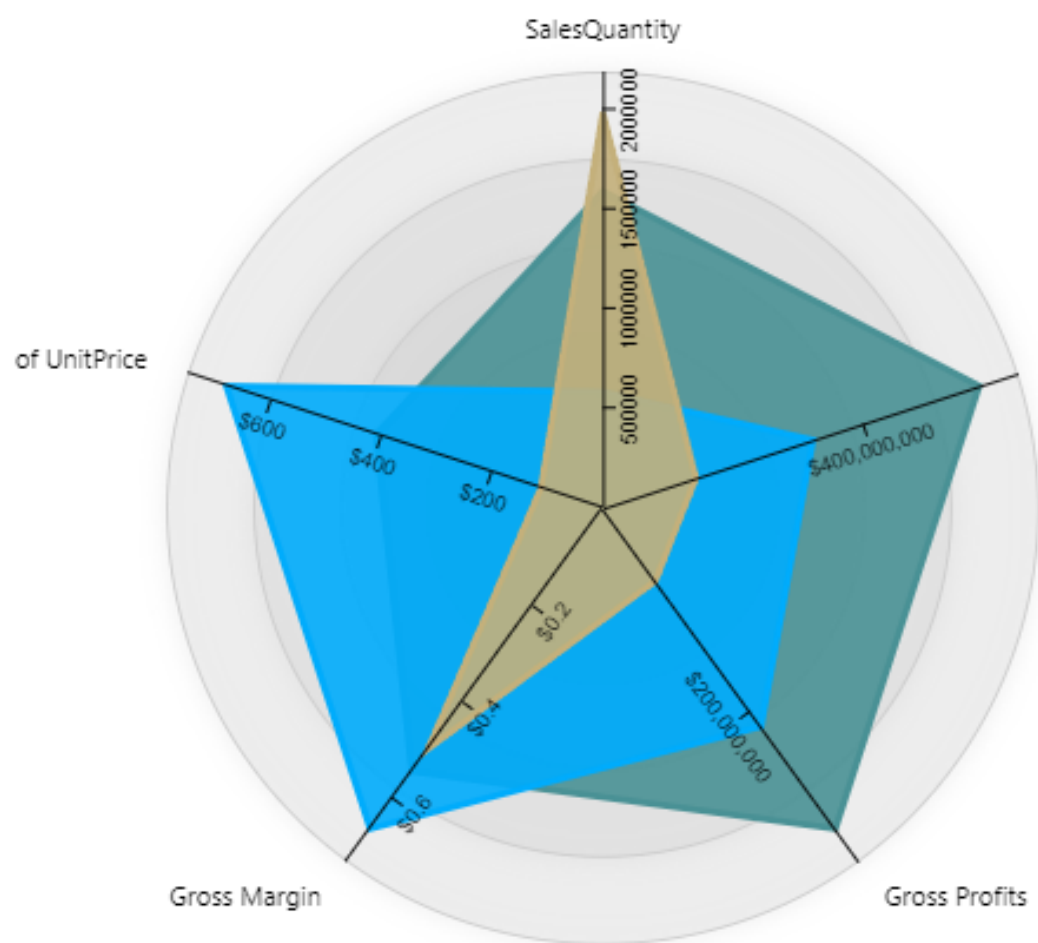
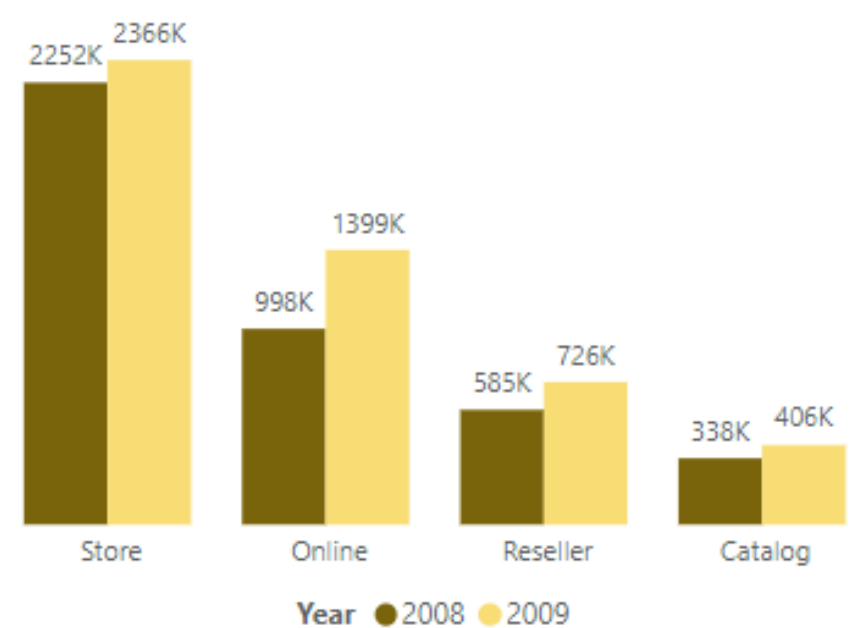
Sale volume increases in all channels, notably **40% traffic growth of online shopping**, but less cash is generated in 2009, which means the average sale price is getting lower.

Increase Quantity Economy Product

Sales AMT by Class



Sales Quantity by Class

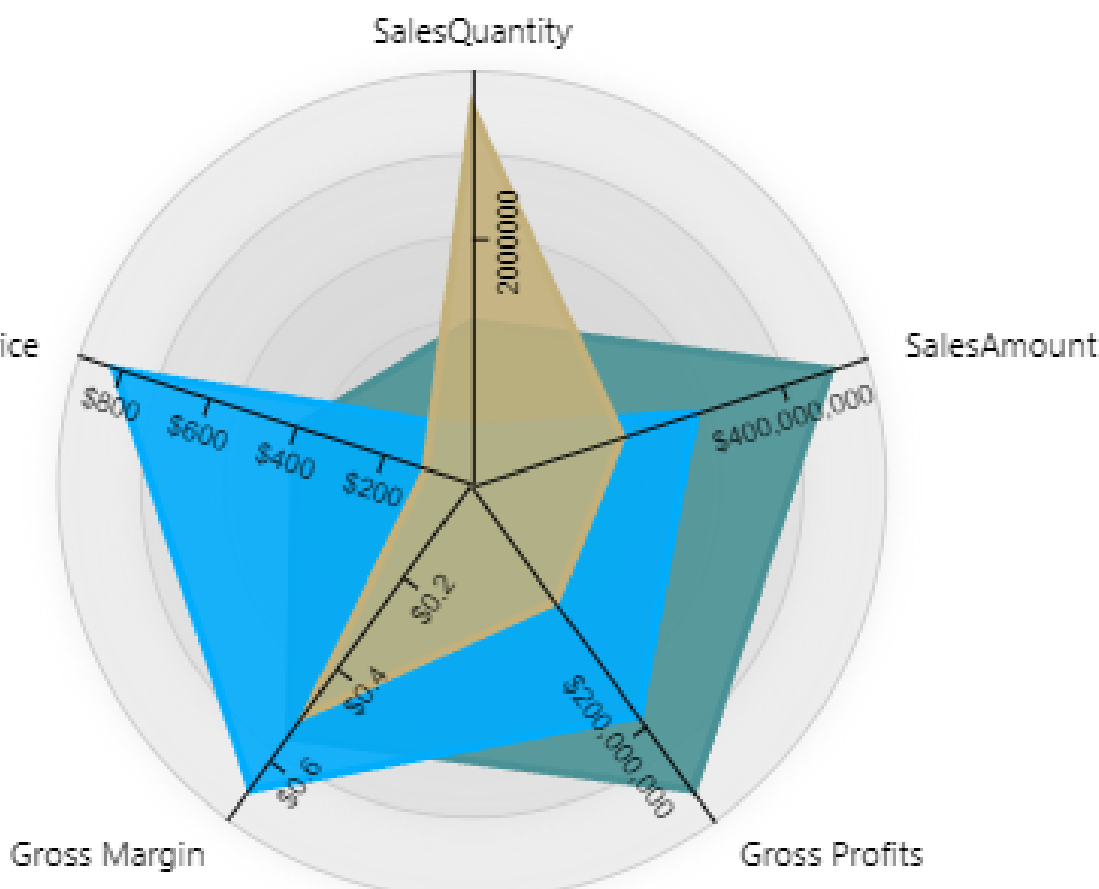


Economy

Deluxe

Regular

2008



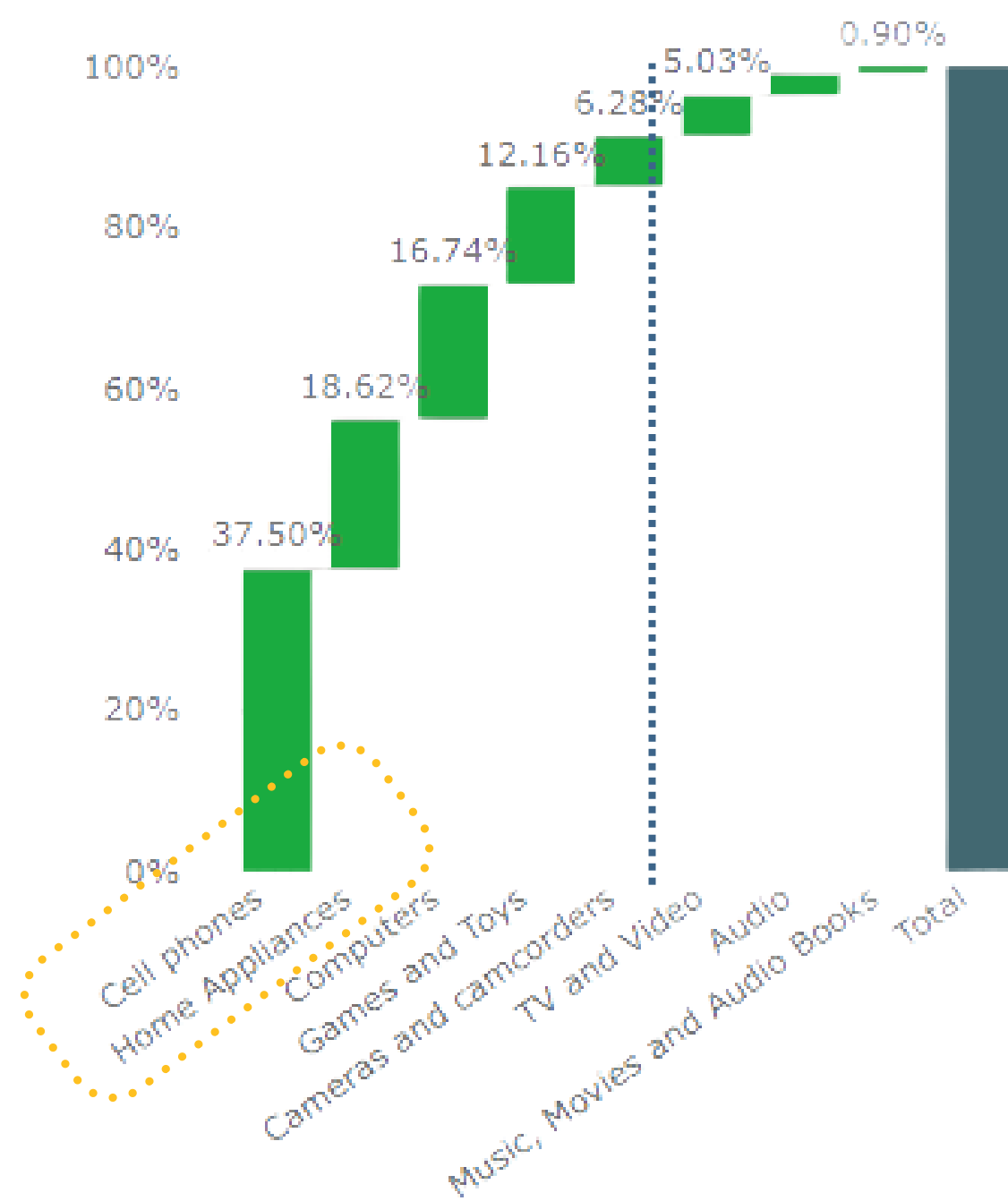
2009



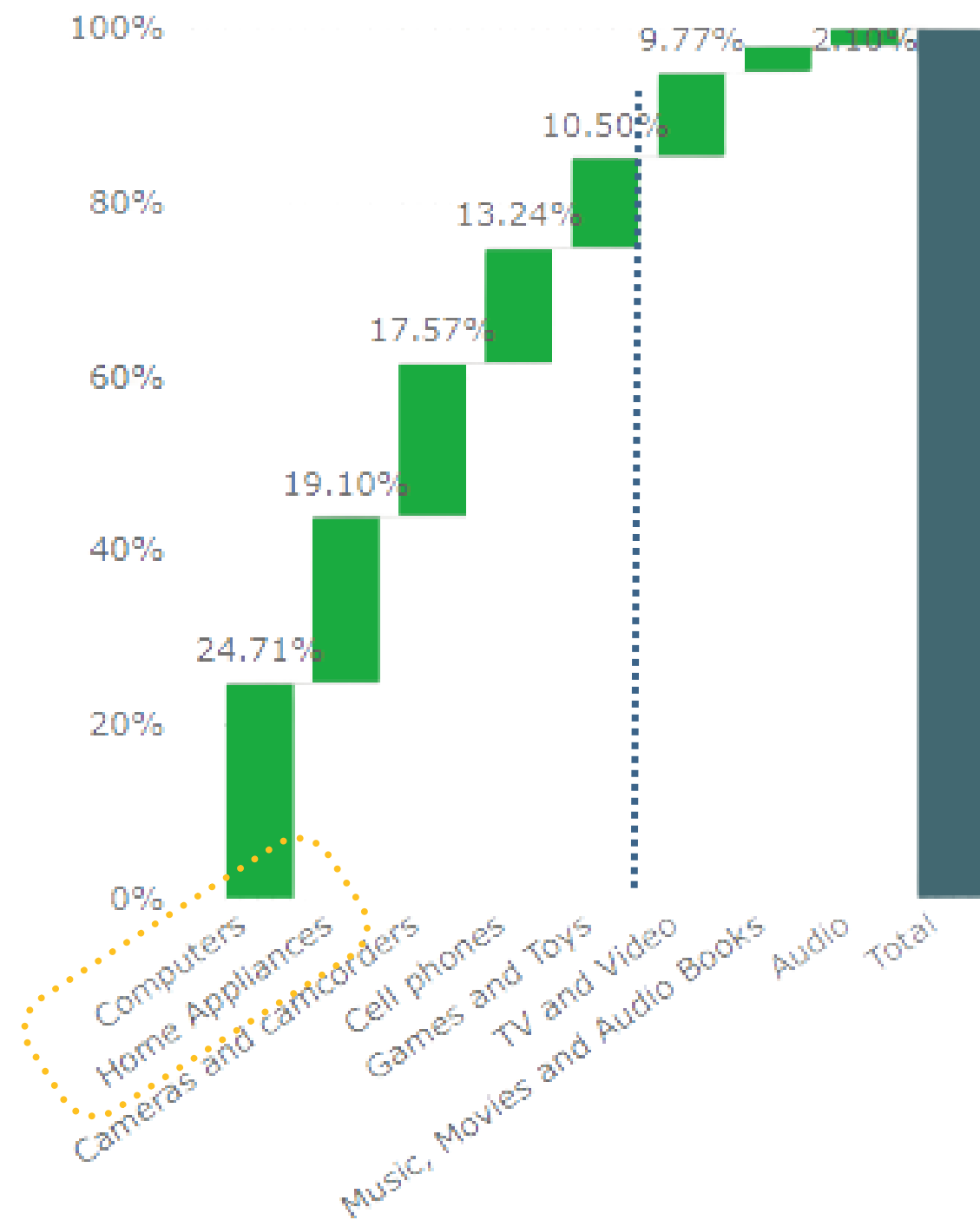
Ranked from high to low margin is **Deluxe** (67%), **Regular** (55%) and **Economy** (50%) with average sale price at \$682, \$411 and \$112. While other classes decreases both in sale value and volume, Economy class in 2009 grows significantly, especially in sale volume. However, its sale amount contribution is only 21% of the total value.

80% of total sales are mostly physical products.

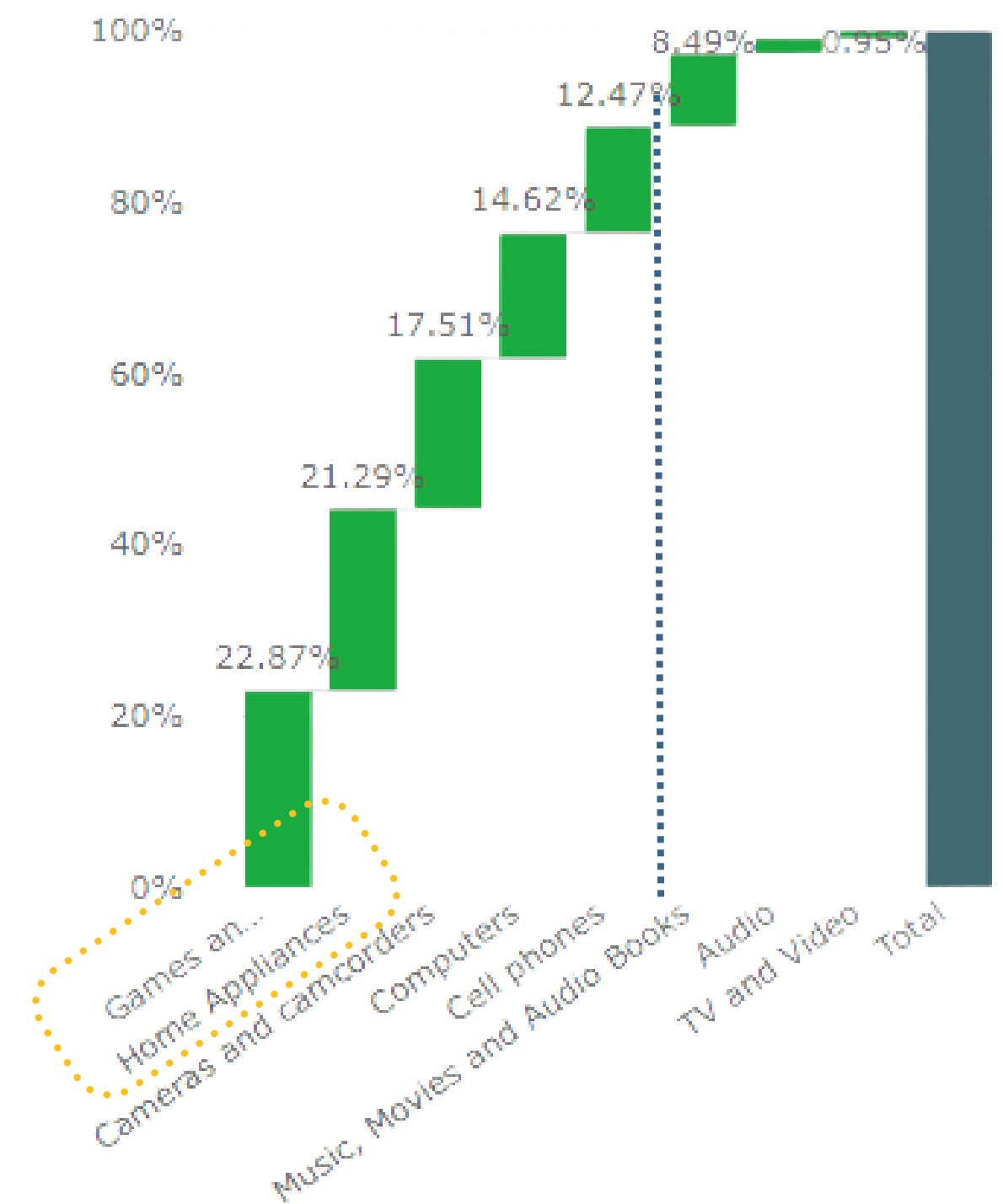
Economy Class - Sales Quantity by Product



Regular Class - Sales Quantity by Product

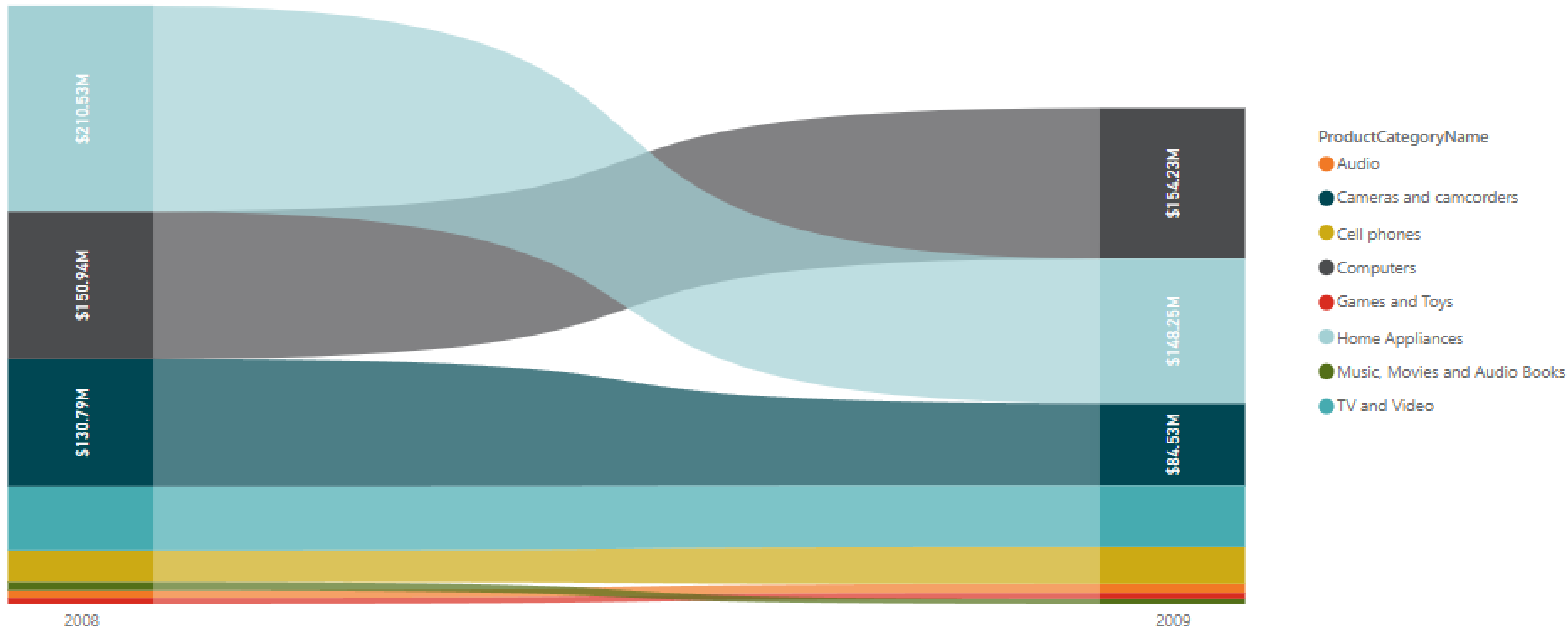


Deluxe Class - Sales Quantity by Product



Economy cellphones, Regular computers and Deluxe games & toys are best selling products in each class.

Sale Amount by Category in North America



There is a shift in #1 top selling product category from home appliances to computers in North America in 2009.



Summary & Recommendation

01

While Asia market promises new growth opportunities, **North America is still #1 market** with higher selling price.

02

Revenue dropped YoY because of decreasing in the number of Transaction. However **AVG Sales Amount by Transaction increased YoY.**

03

Online shopping is a lad channel shopping. In 2009, it is 40% growth in online shopping volume.

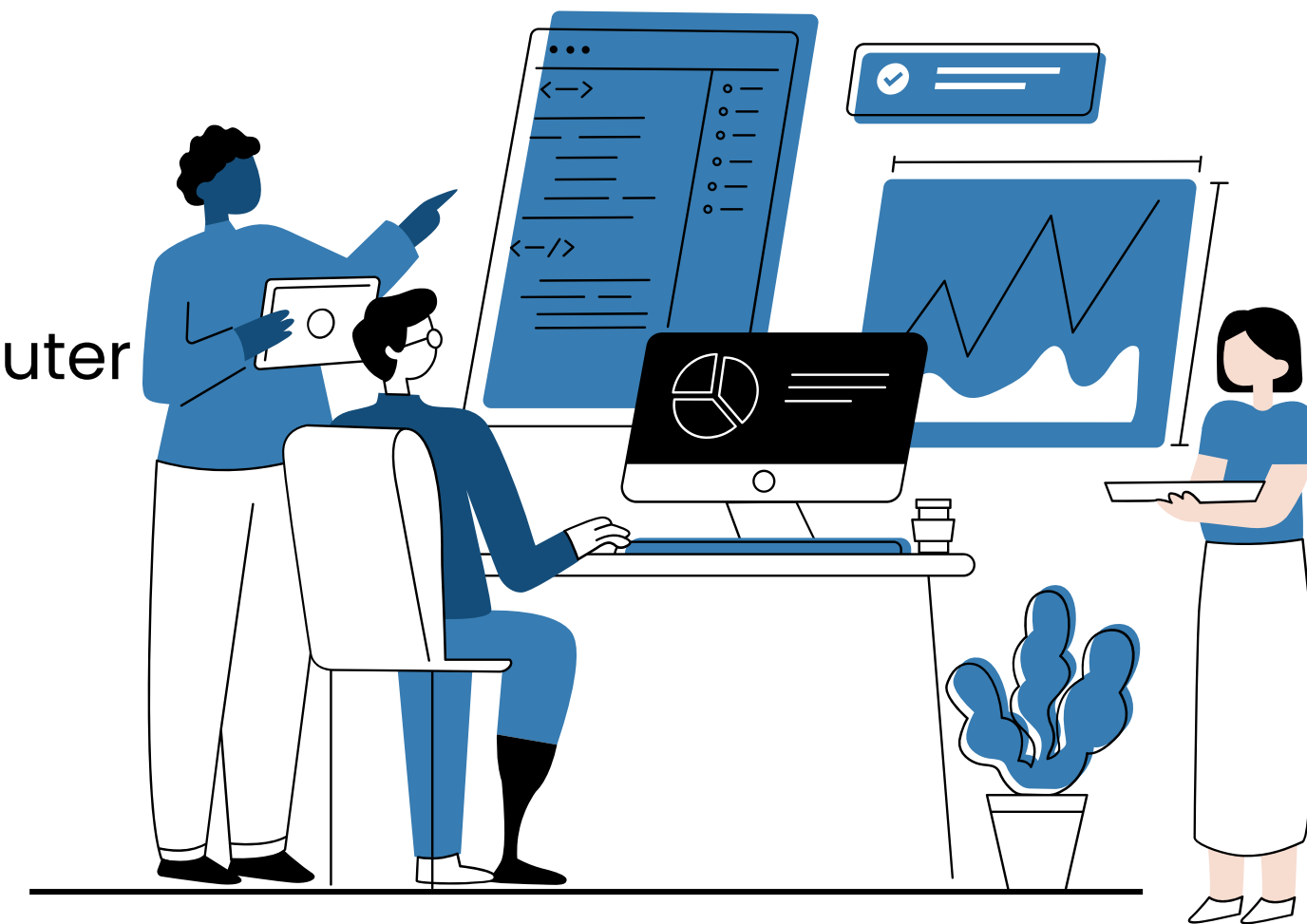
Allocate budget on online shopping as a key channel.

04

Cash is generated mostly from Home appliances and Computer sale and cell phone products attract most customer traffic.

05

Spend more on sale in North America.



[LINK TO DASHBOARD](#)



Thank You