

# CAPA - DATA ANALYSIS COURSE

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## Steps to Follow:

Understand → Explore → Build KPIs → Create Pivot Tables →  
Visualize → Interpret → Recommend

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## KPI Design & Business Analysis

**Dataset Topic:**

**Group Members:**

- .
- .
- .
- .

### PART 1 – UNDERSTANDING THE DATASET

Before creating any Pivot Tables, answer the following questions.

- 1. What does this dataset represent?**
  
- 2. What type of organization would use this data?**
  
- 3. What business decisions could be supported using this data?**

## **PART 2 – IDENTIFY THE IMPORTANT VARIABLES**

### **Numerical Columns**

Examples:

- Revenue
- Quantity
- Grade
- Delivery Time

List the numerical columns:

1. .
  2. .
  3. .
  4. .
- 

### **Categorical Columns**

Examples:

- Product
- Region
- Department
- Customer Type

List the categorical columns:

1. .
2. .
3. .
4. .

## PART 3 – KPI DESIGN

*Imagine you are reporting to senior management.*

Choose five KPIs.

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### **KPI 1**

**KPI Name:**

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**Why is it important?**

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**Formula / Calculation**

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**Result**

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### **KPI 2**

**KPI Name:**

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**Why is it important?**

---

**Formula / Calculation**

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**Result**

---

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**KPI 3**

**KPI Name:**

---

**Why is it important?**

---

**Formula / Calculation**

---

**Result**

---

---

**KPI 4**

**KPI Name:**

---

**Why is it important?**

---

**Formula / Calculation**

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**Result**

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---

**KPI 5**

**KPI Name:**

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**Why is it important?**

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**Formula / Calculation**

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**Result**

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## PART 4 – PIVOT TABLE ANALYSIS

Create at least TWO Pivot Tables.

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### Pivot Table 1

**Business Question**

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**Rows**

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**Columns**

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**Values**

---

**Key Finding**

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### Pivot Table 2

**Business Question**

---

**Rows**

---

**Columns**

---

**Values**

---

**Key Finding**

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## PART 5 – DEEPER INVESTIGATION

*Choose ONE business problem and investigate it.*

Examples:

- Why are returns high?
  - Why are sales declining?
  - Why is one region performing poorly?
  - Why are delivery times increasing?
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### Problem Statement

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### Variables Investigated

- Product
  - Region
  - Customer Type
  - Promotion
  - Salesperson
  - Inventory
  - Delivery Time
  - Other
- 

### Findings

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## PART 6 – CHARTS & VISUALIZATION

Create at least ONE chart.

**Chart Type**

- Column Chart
- Bar Chart
- Pie Chart
- Line Chart

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**Why was this chart chosen?**

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**Main Insight from the Chart**

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**PART 7 – BUSINESS INSIGHTS**

Write THREE insights based on your analysis.

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**Insight 1**

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**Insight 2**

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### Insight 3

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## **PART 8 – MANAGEMENT RECOMMENDATIONS**

Imagine you are presenting to the CEO.

What actions would you recommend?

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### Recommendation 1

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### Recommendation 2

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### Recommendation 3

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## **FINAL SUMMARY**

Complete the sentence:

**Based on our analysis, the most important finding is:**

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