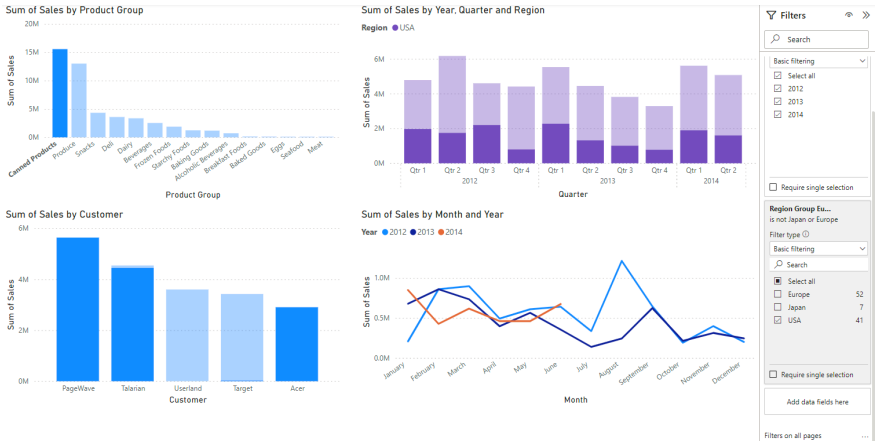
1. Dashboard

a. Between the US and Europe, in 2014 YTD (year to date), what is the top-selling product group for each region?

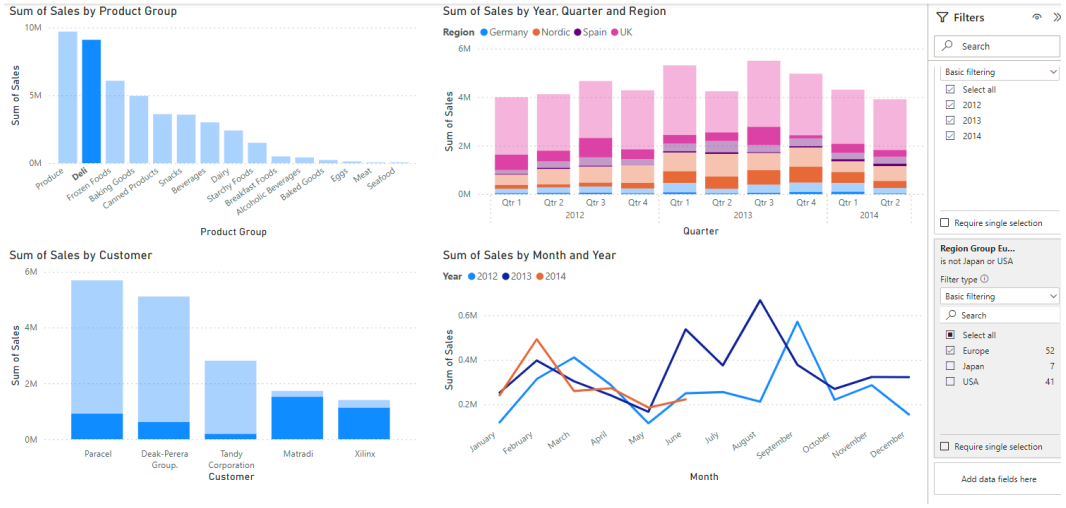


Deli is the top selling product group for Europe in 2014
Canned products are the top selling product group for USA in 2014

b. What are the sales trends for this top product group for the US and Europe from 2012 through 2014?



The highest sale of Canned Products in USA took place in 2013 Qtr 1 and the lowest took place Qtr 4 of the same year. August 2012 was a very good month where canned products sale had a peak.



Deli is the second most selling product in Europe when we analyse the data for 2012 to 2014 combined. Qtr 3 in 2013 saw the biggest sale numbers in Europe for Deli. The lowest sale number for Europe for Deli products was in Qtr 1 2012. August 2012 was a very good month where Deli sales peaked in Europe.

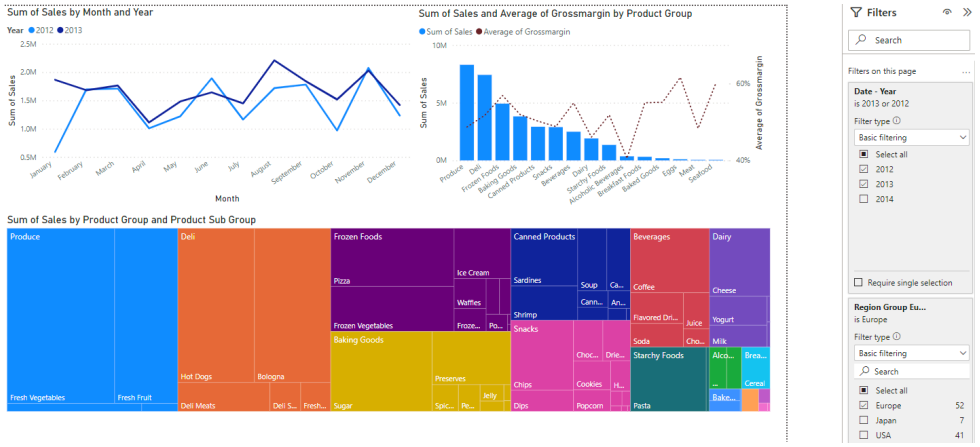
c. Are there any trends in sales between the two groups? Is there any seasonality?

Sales figures for the aforementioned product groups for these regions seem to peak in August and September and drop towards the end of year.

2. Product Details

a. Compare the sales and margins of each product group between the US and European regions from the 2012 and 2013 years, versus 2014 YTD.

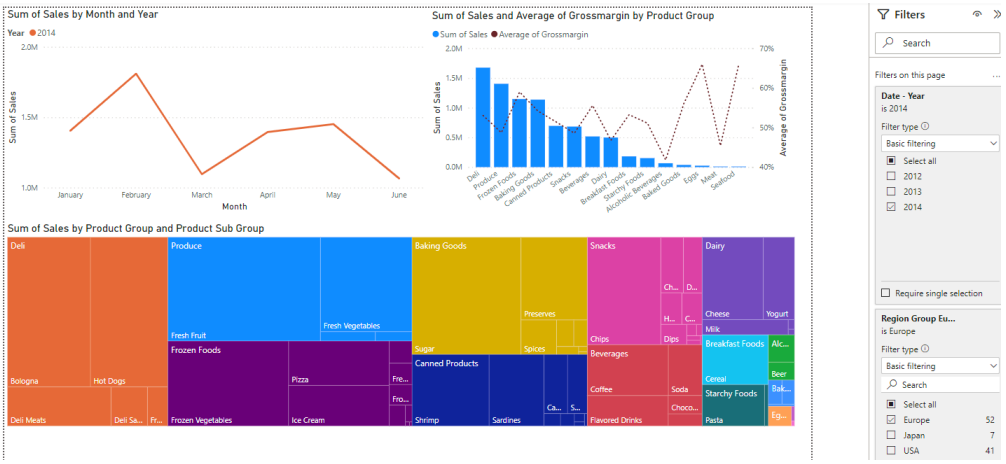
Europe 2012 & 2013 sales and margins of each product group



Produce was the product with most sales and eggs have the highest

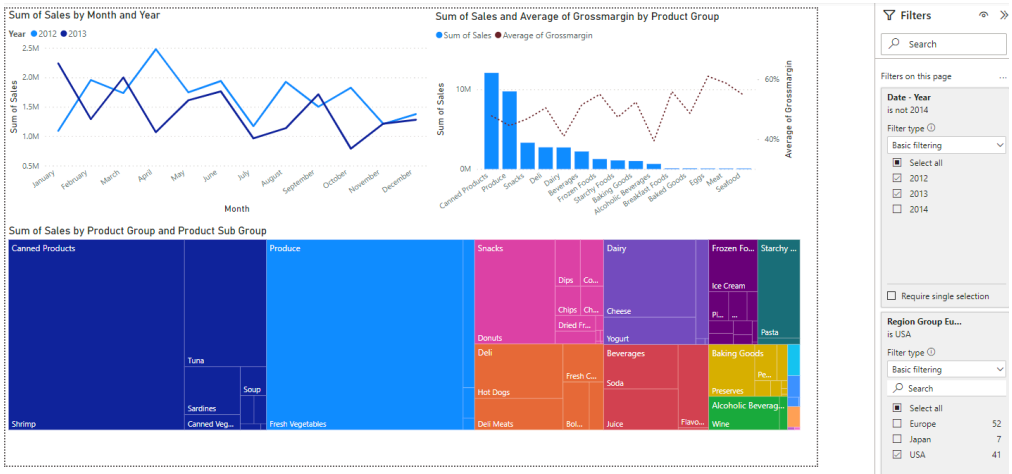
gross margin although sales for eggs is in the low end. August 2013 saw the highest peak and sales were also good in Nov 2012 and 2013.

Europe 2014 sales and margins of each product group



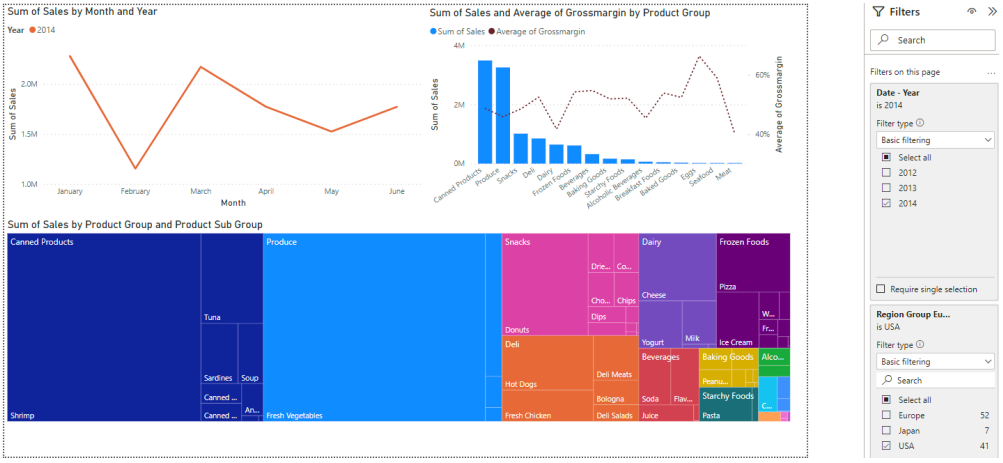
Deli was the product with most sales so far in 2014, eggs similarly with 2012 and 2013 has the highest gross margin average however the sum of sales are low for eggs. Feb 2014 saw the highest peak and March is the lowest.

US 2012 & 2013 sales and margins of each product group



Canned products were the product with most sales and eggs have the highest gross margin although sales for eggs is in the low end. April 2012 saw the highest peak and October 2013 has the lowest sales.

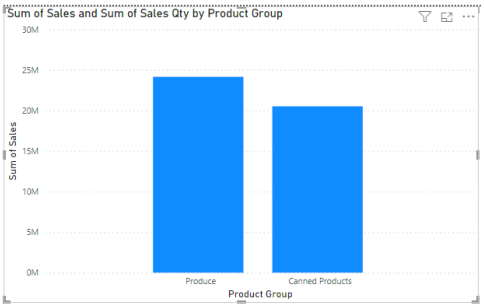
US 2014 sales and margins of each product group



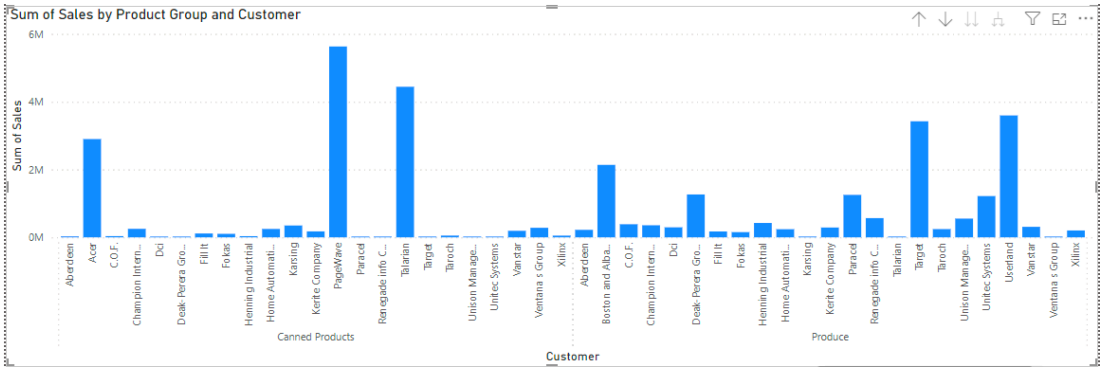
Canned products were the product with most sales and eggs have the highest gross margin although sales for eggs is in the low end. Jan 2014 saw the highest peak and February 2014 has the lowest sales.

3. Customer Details

a. Compare the global canned products group and the produce group.



b. Are there customers who are disproportionately purchasing any of the categories within the groups? If so, who are they?



For canned products PageWave, Talarian, Acer
For produce Userland, Target, Boston and Albany Railroad company

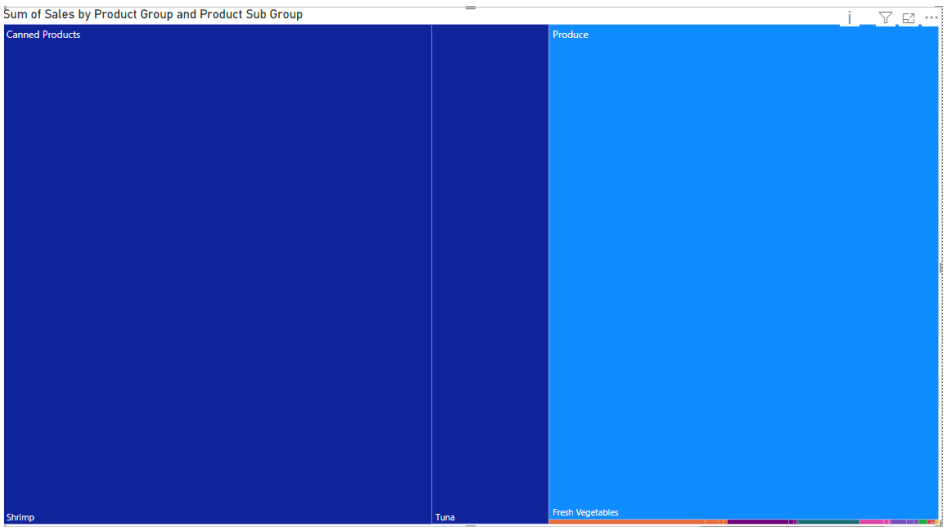
c. What is our margin position of these customers compared to other accounts?

For Pagewave gross margin is 32%, Talarian and Acer 37%, so not very high. For Userland gross margin 29%, Target 31%, Boston and Albany Railroad 34%, not very high in comparison.

Product Group	Sum of Sales	Average of Grossmargin
Canned Products	**14,934,367.22**	**48.98%**
Unison Management Concepts	911.26	100.00%
Target	247.73	81.63%
C.O.F.	35,544.69	67.03%
Aberdeen	29,164.11	59.30%
Home Automation (HAI)	248,547.13	56.37%
Taroch	52,663.89	55.57%
Dci	1,963.51	55.22%
Champion International	252,325.83	54.84%
Vanstar	194,051.68	54.35%
Henning Industrial	34,034.34	47.73%
Fokas	103,627.99	47.14%
Karsing	349,605.50	47.05%
Renegade info Crew	4,053.02	45.82%
Paracel	22,855.17	45.67%
Unitec Systems	1,648.78	45.45%
Kerite Company	175,165.43	45.05%
Ventana s Group	282,610.30	44.56%
Fill It	115,001.43	43.68%
Acer	2,901,027.96	37.62%
Talarian	4,444,454.86	37.62%
Xilinx	51,449.54	36.51%
PageWave	5,633,043.27	32.54%
Deak-Perera Group.	369.80	26.64%

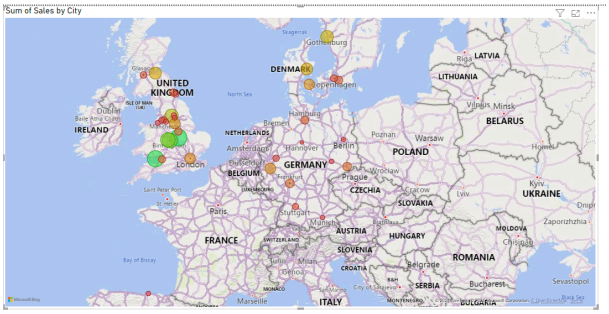
Product Group	Sum of Sales	Average of Grossmargin
Deak-Perera Group.	369.80	26.64%
Produce	**17,342,774.50**	**44.41%**
Home Automation (HAI)	239,623.41	61.23%
C.O.F.	387,556.98	54.38%
Renegade info Crew	567,132.99	52.08%
Henning Industrial	424,489.26	51.94%
Karsing	4,609.22	50.64%
Paracel	1,253,978.58	48.20%
Champion International	356,801.14	48.18%
Unitec Systems	1,218,034.46	48.16%
Taroch	243,543.92	48.15%
Ventana s Group	4,658.09	47.97%
Aberdeen	222,477.09	47.88%
Unison Management Concepts	553,861.42	47.84%
Vanstar	310,854.82	46.76%
Dci	295,950.09	44.70%
Fokas	153,892.58	44.31%
Fill It	173,165.29	40.59%
Deak-Perera Group.	1,264,559.83	39.92%
Kerite Company	289,752.56	39.11%
Talarian	14,914.72	36.16%
Boston and Albany Railroad Company	2,138,197.60	34.59%
Xilinx	202,595.65	33.75%
Target	3,424,582.40	31.05%
Userland	3,597,542.40	29.82%

d. What product types are these customers buying?



4. Customer Location

a. Are there European customers who appear to be dominating sales of the canned goods and snacks product groups? If so, where do they reside?
Cardiff, Leicester, Birmingham



Product Group	Sum of Sales	Average of Grossmargin
⊟ Snacks	2,440,055.47	46.88%
⊞ Paracel	490,085.50	44.03%
⊞ Deak-Perera Group.	423,226.80	44.40%
⊞ Tandy Corporation	417,003.05	28.18%
⊞ WDND	226,086.01	49.52%
⊞ Gastown space	124,976.40	49.65%
⊞ Fokas	119,141.97	42.14%
⊞ Icon	97,609.08	48.34%
⊞ Fill It	91,087.27	34.36%
⊞ Information Bureau	67,803.62	47.72%
⊞ Salamander	48,444.81	48.42%
⊞ PING	36,308.06	47.90%
⊞ Pinnacle Management Systems	35,355.37	49.26%
⊞ Henning Industrial	35,118.19	49.31%
⊞ Karsing	31,750.94	20.97%
⊞ Homebound	26,757.81	50.13%
⊞ Pacific Handheld	25,697.41	51.80%
⊞ Ravenwerks	25,338.41	55.81%
⊞ Reveal Products	24,031.29	52.13%
⊞ RC Micrographix	23,346.58	40.34%
⊞ Home Automation (HAI)	19,549.18	64.86%
⊞ Ottercom	13,064.50	55.76%
⊞ Output Enablers	11,983.42	64.39%
⊞ Ilog	11,769.84	42.82%
⊞ Keystar Training	10,480.02	54.43%
⊞ Edna Design	4,039.94	70.68%
⊟ Canned Products	2,018,547.25	47.46%
⊞ Karsing	349,605.50	47.05%
⊞ Home Automation (HAI)	248,547.13	56.37%
⊞ Ottercom	134,538.10	72.97%
⊞ Pacific Handheld	131,634.06	65.20%
⊞ Edna Design	130,231.19	54.85%
⊞ Fill It	115,001.43	43.68%
⊞ Fokas	103,627.99	47.14%
Total	4,458,602.72	47.13%