Introduction

You have been hired as an analyst for the Great Automotive Toy Company. They have provided you some historical data (information) that they would like analyzed.

Instructions:

In a dashboarding tool Tableau:

1. Create a dashboard that demonstrates the company’s performance.
2. Be sure to illustrate product mix, highest performing customers and lowest performing customers, and provide your own visualizations on aspects of the data or KPIs that are relevant to the business.
3. Include a maximum of four different charts in your dashboard.
4. Now, in the report (MS Word document), provide a separate discussion/explanation of what each dashboard graph/chart is telling your audience. Include why you chose that graph/chart to visualize the information.
5. Provide two Key Performance Indicators (KPIs) for each of the following categories, along with Critical Success Factors (CSFs) to support them based on the data:
6. Overall revenue
7. Sales mix
8. Geographic performance
9. Weakest customer performance (bottom three)
10. Develop two SMART objectives for each of the categories listed above

For the below instructions, you should use MS Excel for your calculations, then transfer the results along with the formulas you used to calculate them into your report (MS Word document).

1. Calculate the overall NPS for the company. What does the score tell us about this enterprise’s relations with its customers?
2. What is the revenue churn from Q2 to Q3 in 2017?
3. What is the company’s cancellation rate (abandon rate for their orders)?
4. How much revenue was lost due to cancellation?

Submission: Packaged Tableau Workbook, MS Word and Excel.