FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 2

ENTERPRISE SYSTEMS MANAGEMENT
(ESM821S)
ASSIGNMENT 2 MEMO

Task 1:

Use a Heat Map chart to visualize quantities of products sold on different months over the years. The graph should clearly indicate the months when GBI sells the most products and whether there are any visible trends across years.

Solution:
There are visible trends with a high concentration around mid-June. Color concentration reduces as one move away from the month of June. This applies to all years analyzed.

Task 2:

Create a Line chart to visualize GBI revenue across the years. To get a better understanding of the company's performance, add another line on the same chart visualising costs across the years. What can you deduce with regard to GBI profit over the years?

Solution:
A high revenue was recognized in 2014. The organization experienced low revenue in 2009.

Task 3:
Use a funnel chart to display GBI’s top 5 products from a revenue perspective. Add another funnel chart to visualize the top 5 customers based on revenue.

Solution:
Task 4:

The four charts you have just created display aggregated information combining all cities in all countries and for both divisions. Now create a new dashboard/story using the four charts and make use of Input Controls to allow the user to specify Country, Division as well as City when viewing the graphs on the dashboard. Name the new dashboard as ‘Interactive GBI Analysis’.

Your dashboard should allow the user to easily answer questions such as:

- In which month does the Denver office consistently sell the highest quantity of accessories across the years?
- In which year did the Magdeburg office record the highest revenue? What was the performance in the subsequent years?
- What are the top five revenue-generating products in Germany? What about just for the Berlin office? Are there any differences?

Solution:
Task 5:
Now you want to get a perspective on performance assessment by looking at profits. Create a new calculated measure for Profits in USD (use the ‘Prepare’ section).
Now add the profit line on the line graph visualization created earlier.
Solution:

Open the ‘Prepare’ section and click on the icon in the navigation bar. Select the ‘New Calculated Measure’ option and create a formula for computing profit in the screen that will appear.

Task 6:
Next, change the top 5 products and customer visualizations to be based on profit (instead of revenue).

Solution:
Task 7:
Finally, recommend two of your own visualizations and explain their usefulness

END OF MEMO