Pricing Analysis

1. The interactive Excel dashboard offers a significant advantage over traditional static reports, allowing for simultaneous visualization and analysis of sales profitability and performance across multiple dimensions. These dimensions include month, country, debtor category, top 20 debtors, product category, and top 20 subcategories. With just a few clicks, users can explore different perspectives, identify trends, and pinpoint areas for improvement.

2. The product matrix, created using Python, provides a quick assessment of each product category's performance based on gross margin, total sales, and sales volume. This analysis helps identify high-performing categories that contribute significantly to sales and profits, enabling businesses to allocate resources effectively. By comparing the size of circles in the matrix, users can gauge the popularity of different categories. In practical applications, the product matrix can be further enhanced by considering inventory volumes. Identifying products with large circle sizes but low profitability can highlight potential areas of concern, prompting further investigation into factors such as excessive storage costs or weak demand.

3. The co-occurrence matrix, also constructed using Python, offers valuable insights into product associations based on sales data. By analyzing the frequency of products appearing together in orders, users can gain a deeper understanding of the relationships and connections between different products, aiding in strategic decision-making.

Overall, this Excel dashboard sample demonstrates the power of data visualization and analytics in pricing analysis, providing actionable insights for optimizing business strategies and driving growth.