# Group for bussiness information system

Business, Marketing

This part of the report will analyze the sales data of The Broadway Café and this data will be helpful in identifying the products that have been sold the most, best selling months, best customers etc. This analysis will be helpful for the management to take decisions. The data shows that the best customers of the café have been those that have participated in the promotional sales campaign of the café. The total net sales have a value of $2, 022, 713. 04. However, the total sales that the café has recorded during the promotional sales period have a value of $1, 434, 605. 76. This shows that the percentage of sales during the promotional sales period is 70. 92% which is very high and therefore it indicates that the promotional sales campaigns offered by the café have been very successful.

Moreover, the data reveal that the best products sold throughout in the data include the music CDs, bread and coffee. Revenues generated from CDs were equal to $776, 813. 17. The value of total sales from selling bread were $27, 560. 59 and there were 3, 271 breads sold by the café. Moreover, after selling 2, 495 coffees the café has been able to accumulate $112, 354 as revenues.

After analyzing the data it has been found that the month of March is the best month for The Broadway Café. The total sales that have been report by the café in the month of March have a value of $575, 843. 30. However, this figure does not include the return or refund sales which have a value of $6, 504. 20. Therefore the net sales or revenues generated from the month of March were equal to $569, 339. 10. This shows that the percentage of total sales in the month of March is equal to 28% of the total sales. Moreover, the least transaction occurred in the month of September.

There have been several problems in the data and therefore these problems could influence the findings presented in the report. For instance, there have been several entries missing in the data and if these entries are recorded appropriately then the findings could have been changed. For instance, as it has been found that the month of March has the highest sales, and September has the lowest sales but what if several transactions for the month of September are missed. Therefore, these issues could influence the findings of the data and thus the analysis that has been based on the missing data can be changed. Moreover, there are certain mistakes or data entered seems to be inaccurate as customer number 6541 purchased coffee of $1, 549 in the first month of year 2005 which clearly seems inappropriate. Similarly, another coffee was purchased by client 3548 for $1, 149. 00 which is also unrealistic. Also the customer 5657 purchased coffee worth $1, 449 and all these data seem to make the figures and overall analysis inappropriate. Also the last column with the heading " Other" does not define what these values are and what they show. Some entries have a value of 0 whereas some have certain numbers and these numbers are not clear enough to interpret.

Inappropriate data could hurt the café because using the inappropriate data, the analysis would be inappropriate and this could lead to inappropriate decisions taken by the management (Loshin, n. d.). So the management needs to make sure that the data is valid and appropriate so that right decisions are taken.

Reference

Loshin, D. (n. d.). Evaluating the Business Impacts of Poor Data Quality.

Retrieved from http://www. sei. cmu.

edu/measurement/research/upload/Loshin. pdf.