



Challenge #399: Auto Insights Special Edition – Sales Spotlight, A Deep Dive into Regional Performance

Description:

Welcome to Week 2 of our Auto Insights Weekly Challenges Special Edition!

A solution to the first challenge in the Auto Insights series can be found here.

A friendly reminder: To participate, you will need access to Alteryx Auto Insights (AAI), which is part of the Cloud Platform. If you do not have AAI already, you can take this opportunity to start a free [Cloud Trial](#). Additionally, remember that you can access [interactive lessons](#) in Maveryx Academy for extra assistance.

In this challenge, you are the global financial controller for **BAU Tech**, an international tech company headquartered in Australia. You are on a conference call with your regional financial controllers for the following regions:

- APAC (Asia-Pacific)
- LATAM (Latin America)
- North America
- EMEA (Europe, Middle East, Africa)

For the Annual Report, which is due in the next few days, you need your regional financial controllers to provide you with insights about the performance of BAU Tech in their region. Producing the Annual Report is usually a tedious process, and your team was late in getting started this year.

The **Sales Analysis** dataset that you will use to solve this challenge shows the revenue earned by BAU Tech from January 4, 2019, to November 30, 2022. Each row represents a revenue amount and has information including the customer name, location, industry, account manager, and team details.





Task:

Create a Mission (KPI Deep Dive Report) using the preloaded **Sales Analysis** dataset (available in the Datasets tab) using the **Revenue** column as your **Measure**.

For the Annual Report, answer the following business questions for all regions:

1. How did **Revenue** trend in November 2022 compared to November 2021?
2. What was the top driver of this change in revenue?
3. Which company sizes trended in the same direction as the overall change? And which company sizes trended in the opposing direction? (Your objective is to highlight the high growth and opportunity areas to target with different strategies next year.)
4. How did BAU Tech perform against its goal for revenue?
5. Which regions did or did not meet their goal?
6. You would also like to create a Mission for each region and share it with the regional financial controllers. How can you leverage your current Mission as a template to create personalized Missions for each regional financial controller?

If you find any other interesting insights, make sure to highlight these!

Your final task is to use **Magic Documents** to create a PowerPoint presentation for the head of sales, primarily focusing on regional performance. Remember that you are presenting to an executive, so keep your presentation professional!

Solution:

To share your solution, please respond to the questions in the following [form](#) **AND** upload your PowerPoint presentation to this post.

If you answer all questions correctly AND upload the extra task to this post in the first week after its publication, you will be entered in a drawing to win Alteryx swag! Even if you are not one of the three lucky individuals to win swag for this Auto Insights challenge, posting your solution to the challenge will still count towards earning Weekly Challenge badges!

Enjoy solving this Auto Insights challenge!

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Start File: AAI_Challenge_399_start_file

Solution File: AAI_Challenge_399_solution_file

Notes: [ADD ANY NOTES HERE]

