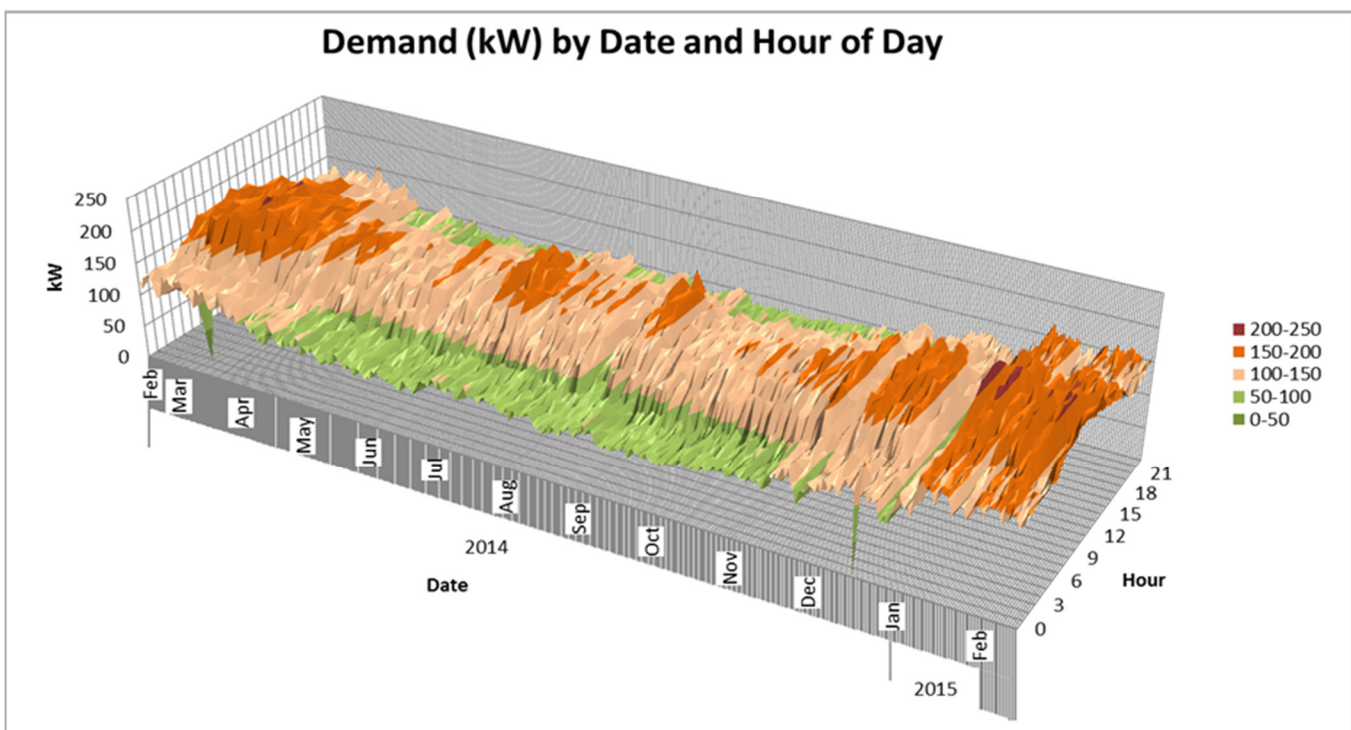
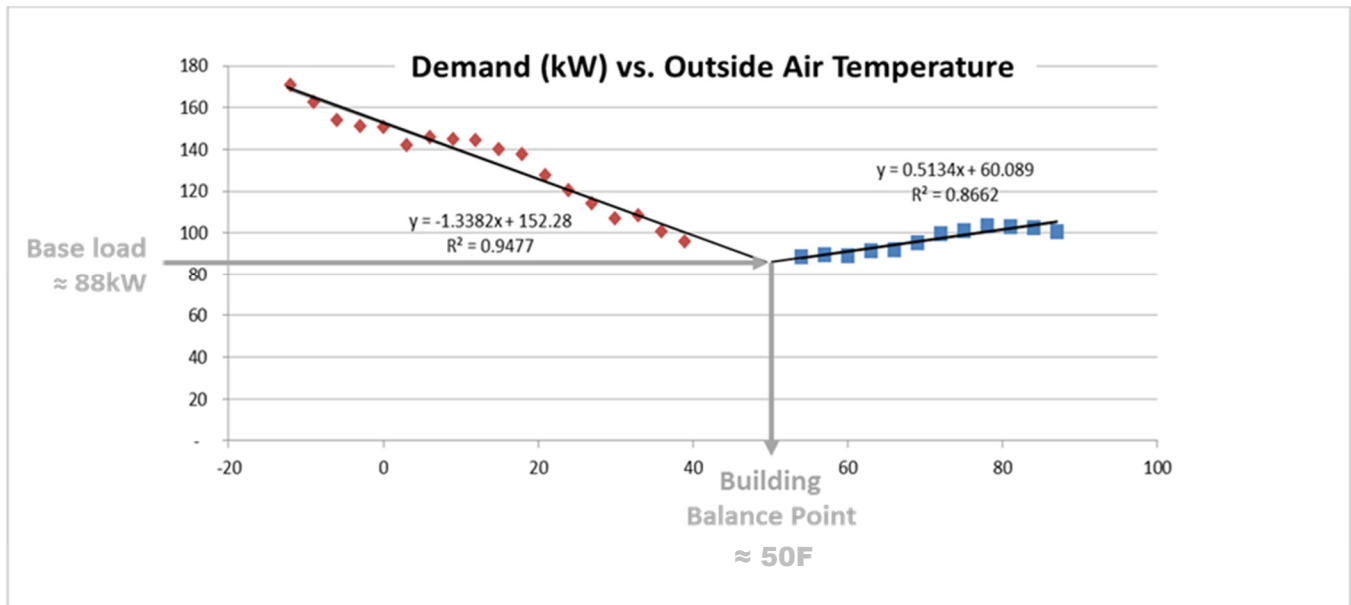


SAMPLE WORK

Building Energy Analysis & Visualization



Two views of the relationship between season and energy demand in a Vermont residential college. The first, a linear regression analysis, shows the strong relationship between temperature and demand due to the presence of electric heating (winter) and air conditioning. The second, a heat-map of demand above base load, shows the extent to which heating (December-March) dominates. Developed for [Dynamic Organics](#).

Competitive Brand Position Mapping

Instructions

This is a quick/dirty exercise to compare brand perceptions: VT Dinners vs. our top five mainstream competitors across seven different brand attributes. Please score each brand on perceived value of each attribute. It isn't intended to be scientific. If you have no strong knowledge of a brand, take 30 seconds to look at their website and answer based on your first impressions.

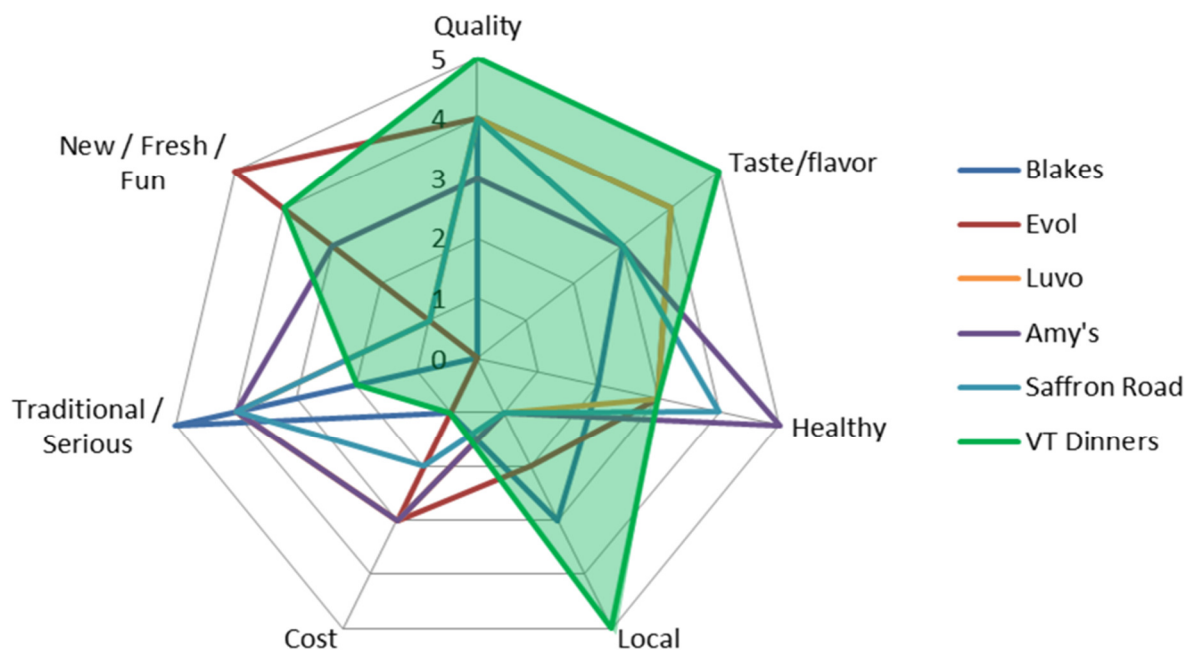
Respondent Name

Your answer

NEXT

12% complete

Brand Attribute Scores



A visual illustration of the performance of VT Dinners vs. mainstream competitors on seven brand attributes critical to customer purchasing decisions. Developed as part of a forthcoming brand relaunch for VT Dinners.

Management Metrics Dashboard

Quarterly Detail

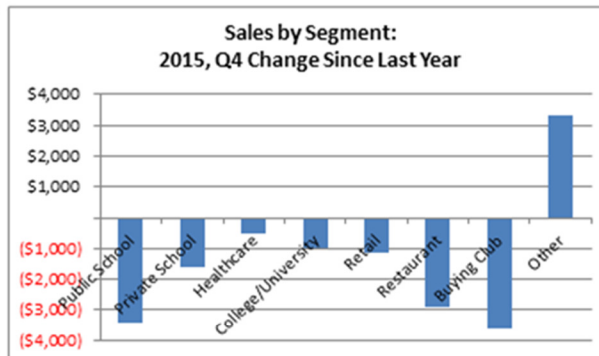
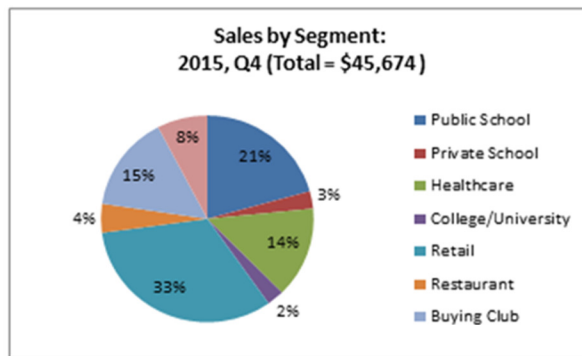
Calendar Year

2015

Quarter

Q4

Sales by Segment	2015, Q4					2014, Q4					Δ since last yr	
	Oct	Nov	Dec	Total	# Buyers	Oct	Nov	Dec	Total	# Buyers	Sales	# Buyers
Public School	\$4,211	\$2,544	\$2,691	\$9,447	9	\$5,664	\$3,216	\$4,009	\$12,889	11	(\$3,442)	-2
Private School	\$234	\$115	\$898	\$1,247	2	\$1,920	\$465	\$490	\$2,875	3	(\$1,628)	-1
Healthcare	\$2,760	\$1,666	\$2,066	\$6,492	2	\$2,647	\$2,057	\$2,289	\$6,993	2	(\$501)	0
College/University	\$585	\$600		\$1,185	1	\$1,765	\$413		\$2,178	2	(\$993)	-1
Retail	\$5,921	\$4,406	\$4,575	\$14,902	5	\$5,667	\$5,444	\$4,922	\$16,033	5	(\$1,132)	0
Restaurant	\$1,243	\$288	\$532	\$2,063	3	\$2,264	\$1,406	\$1,301	\$4,971	3	(\$2,908)	0
Buying Club	\$2,790	\$2,539	\$1,518	\$6,846	2	\$4,521	\$2,796	\$3,138	\$10,454	4	(\$3,608)	-2
Other	\$1,240	\$1,256	\$996	\$3,492	4	\$9	\$115	\$32	\$156	2	\$3,337	2
Total	\$18,983	\$13,415	\$13,276	\$45,674	28	\$24,457	\$15,911	\$16,181	\$56,549	32	(\$10,875)	-4



Average sales by week	\$3,262	\$4,039	(\$777)
Highest delivery week	\$4,517	\$6,800	(\$2,283)
Average delivery amount	\$234	\$246	(\$12)
Count of vendors w/ sales	17	24	-7
Total Invoices	200	234	-34

Instructions AnnualReport QuarterlyReport Engine Data

A simple dashboard to convert CSV sales data into a quarterly report of management key performance indicators (KPIs). Developed for Windham Farm and Food, a local food aggregation and delivery service run by [Food Connects](#).