

# Data Analysis Showcase

Pivot Tables and Crosstab Reports

## Introduction to Data Analysis Components

This report demonstrates powerful data analysis components inspired by enterprise reporting tools like Jasper-Reports and Eclipse BIRT. These components allow you to create sophisticated pivot tables and crosstab reports for multi-dimensional data analysis.

## Sales Analysis - Regional Performance

Quarterly sales broken down by region and product category. This pivot table shows how different products perform across geographic regions.

### Q4 2024 Sales by Region and Product (\$)

|               | Electronics | Software | Services | Hardware |
|---------------|-------------|----------|----------|----------|
| North America | \$2.4M      | \$1.8M   | \$3.2M   | \$1.5M   |
| Europe        | \$1.9M      | \$2.1M   | \$2.8M   | \$1.2M   |
| Asia Pacific  | \$3.1M      | \$1.5M   | \$2.6M   | \$2.0M   |
| Latin America | \$0.8M      | \$0.6M   | \$1.2M   | \$0.4M   |
| Africa        | \$0.5M      | \$0.3M   | \$0.7M   | \$0.2M   |

## Customer Analytics

Customer acquisition and retention metrics across different channels and time periods.

### New Customer Acquisitions by Channel

|                  | Q1 2024 | Q2 2024 | Q3 2024 | Q4 2024 |
|------------------|---------|---------|---------|---------|
| Direct Sales     | 245     | 278     | 312     | 345     |
| Online Marketing | 892     | 1,045   | 1,234   | 1,456   |
| Partner Channel  | 156     | 189     | 223     | 267     |
| Referral Program | 423     | 512     | 634     | 789     |

# Product Performance Matrix

Comprehensive product performance metrics showing units sold across different market segments.

## Units Sold by Product and Customer Segment

|                   | Enterprise | SMB | Startup | Individual |
|-------------------|------------|-----|---------|------------|
| Enterprise Suite  | 456        | 123 | 45      | 12         |
| Professional Plan | 234        | 567 | 234     | 89         |
| Standard Edition  | 89         | 345 | 678     | 234        |
| Starter Package   | 23         | 156 | 456     | 567        |
| Free Tier         | 12         | 45  | 234     | 1,234      |

# Sales Team Performance

Individual sales representative performance across different product lines.

## Sales Representative Revenue by Product Line

|                 | Cloud Services | On-Premise | Consulting | Support |
|-----------------|----------------|------------|------------|---------|
| Sarah Johnson   | \$456K         | \$234K     | \$567K     | \$123K  |
| Michael Chen    | \$523K         | \$312K     | \$445K     | \$156K  |
| Emily Rodriguez | \$389K         | \$278K     | \$623K     | \$189K  |
| David Kim       | \$412K         | \$245K     | \$534K     | \$145K  |
| Lisa Anderson   | \$478K         | \$298K     | \$589K     | \$167K  |

# Monthly Revenue Analysis

Month-over-month revenue comparison across different business units.

## First Half 2024 Revenue Breakdown

|          | Product Sales | Services | Subscriptions | Licenses |
|----------|---------------|----------|---------------|----------|
| January  | \$1.2M        | \$0.8M   | \$2.1M        | \$0.5M   |
| February | \$1.3M        | \$0.9M   | \$2.3M        | \$0.6M   |
| March    | \$1.5M        | \$1.0M   | \$2.5M        | \$0.7M   |
| April    | \$1.4M        | \$1.1M   | \$2.6M        | \$0.7M   |
| May      | \$1.6M        | \$1.2M   | \$2.8M        | \$0.8M   |

|      |        |        |        |        |
|------|--------|--------|--------|--------|
| June | \$1.7M | \$1.3M | \$3.0M | \$0.9M |
|------|--------|--------|--------|--------|

## Customer Support Metrics

Support ticket volume and resolution metrics by priority and product category.

### Support Tickets by Priority and Category (Last Month)

|          | Platform | API | Mobile App | Integration |
|----------|----------|-----|------------|-------------|
| Critical | 12       | 8   | 15         | 6           |
| High     | 45       | 34  | 52         | 23          |
| Medium   | 123      | 89  | 145        | 67          |
| Low      | 234      | 178 | 267        | 112         |

## Dynamic Crosstab - Advanced Aggregation

Crosstab components allow dynamic data aggregation with row and column totals. Perfect for ad-hoc analysis and reporting where data structure may vary.

### Sales by Region and Product (Dynamic Aggregation)

|       | Col 1 | Col 2 | Total      |
|-------|-------|-------|------------|
| Row 1 | 100   | 150   | 250        |
| Row 2 | 200   | 180   | 380        |
| Total | 300   | 330   | <b>630</b> |

Aggregation: sum of sales by region × product

## Market Share Distribution

Competitive market share analysis across different geographic regions.

### Market Share by Region (%)

|                     | North America | Europe | Asia  | Other |
|---------------------|---------------|--------|-------|-------|
| <b>Our Company</b>  | 34.2%         | 28.5%  | 22.3% | 15.0% |
| <b>Competitor A</b> | 28.5%         | 32.1%  | 25.8% | 13.6% |
| <b>Competitor B</b> | 22.3%         | 24.7%  | 31.2% | 21.8% |
| <b>Competitor C</b> | 10.5%         | 9.8%   | 15.4% | 24.3% |
| <b>Others</b>       | 4.5%          | 4.9%   | 5.3%  | 25.3% |