



Data Analysis

Questions

Country Performance

Sales trend

Product Performance

Customer Performance

Revenue by customer type

revenue stock code

insights

10.67M

Total Revenue

4340

Total Customers

38

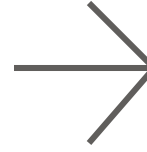
Total Countries in which
we do business.

4063

Total Products which we sell.

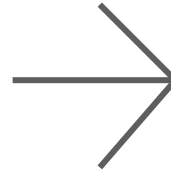
Question 1

Show time series of the revenue data for the year 2011,by each month. The CEO is interested in viewing the seasonal trends and wants to dig deeper into why these trends occur.



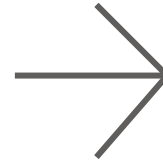
Question 2

Show top 10 countries which are generating the highest revenue. Additionally, show quantity sold along with the revenue generated. don't include United Kingdom in this visual.



Question 3

show a visual that shows the greatest revenue generating customer at the start and gradually declines to the lower revenue generating customers(top 10).

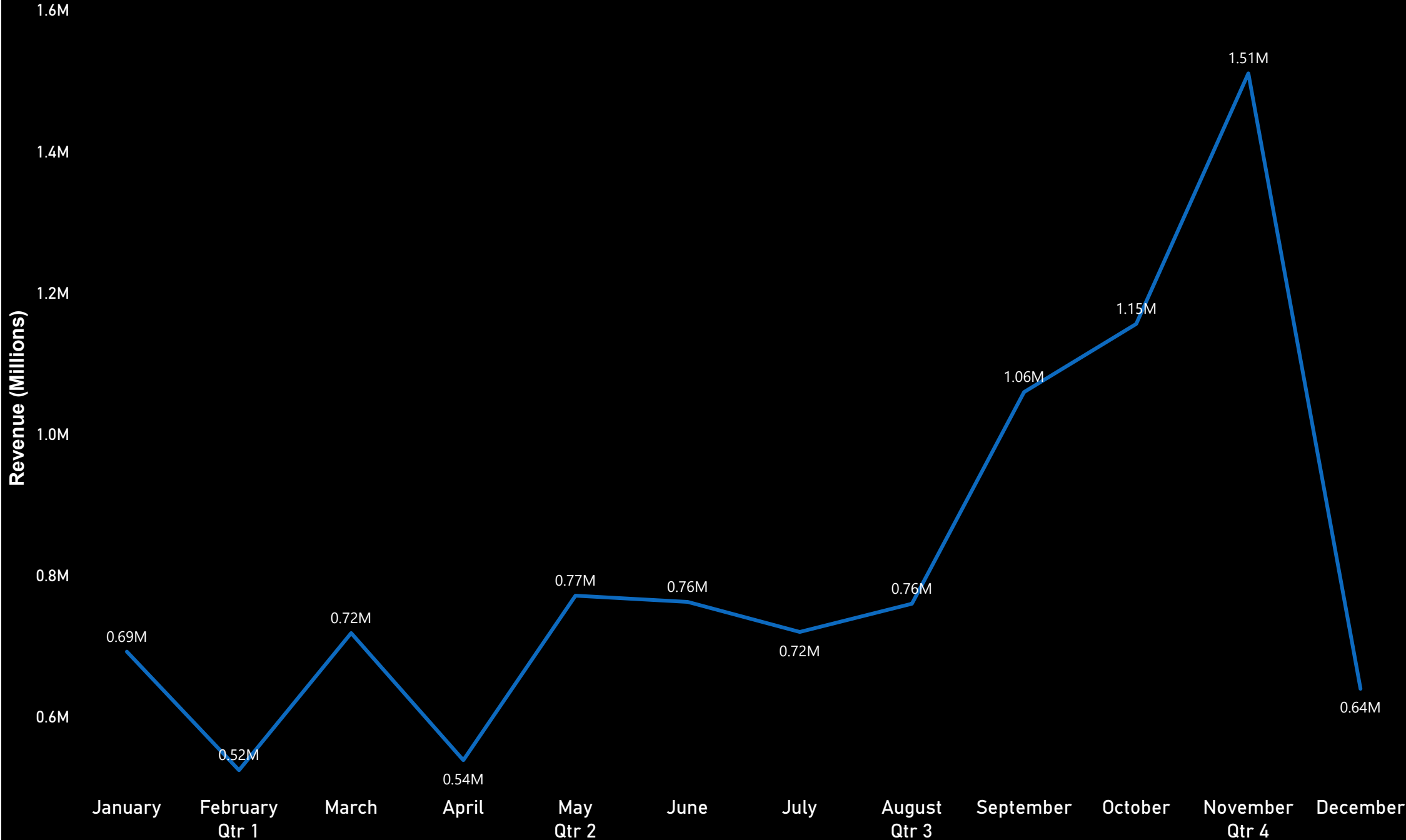


Question 4

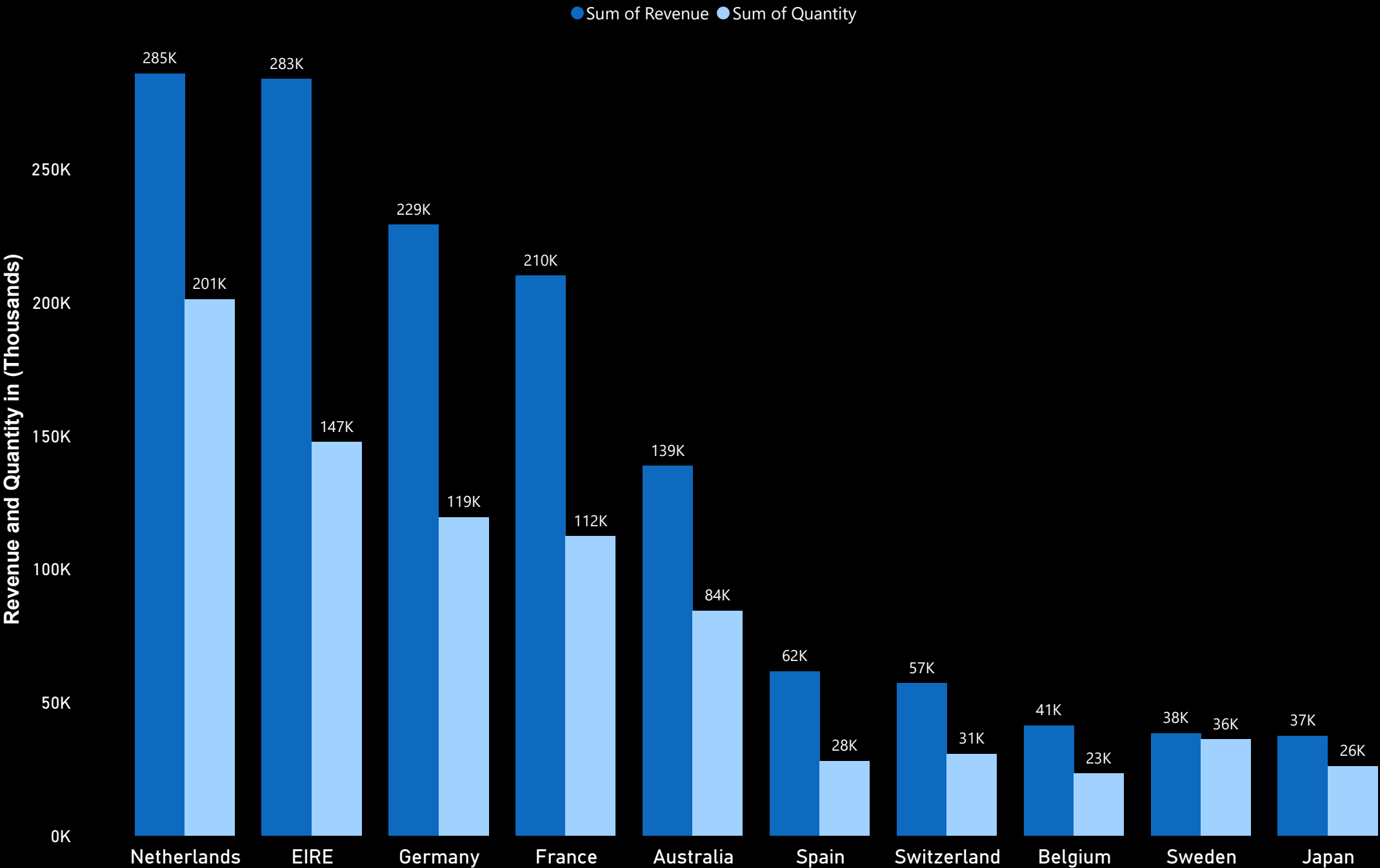
Show all countries based on revenue generated , exclude United Kingdom from visualization.



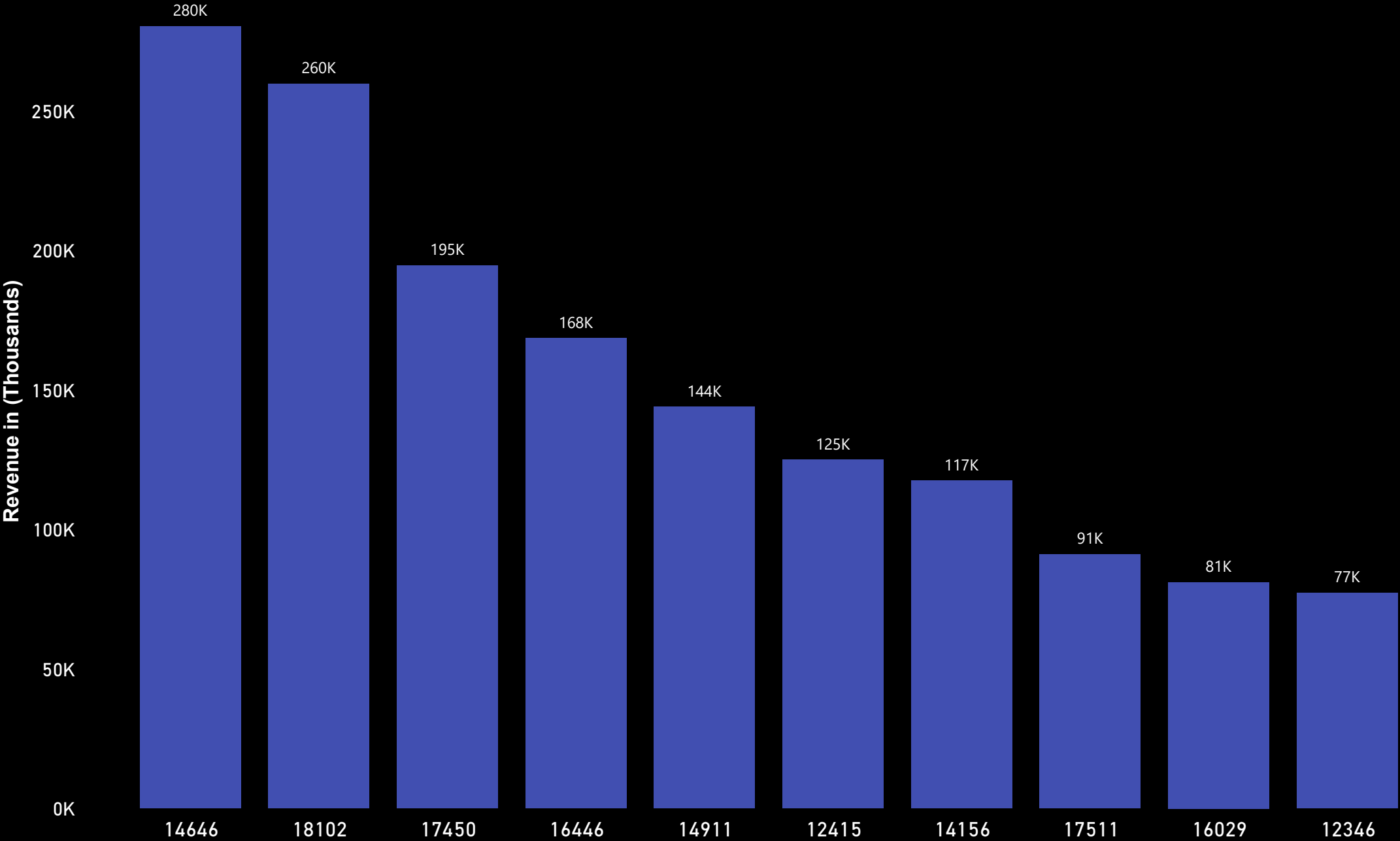
Monthly Revenue for 2011



Total Revenue and Quantity for Top 10 Country

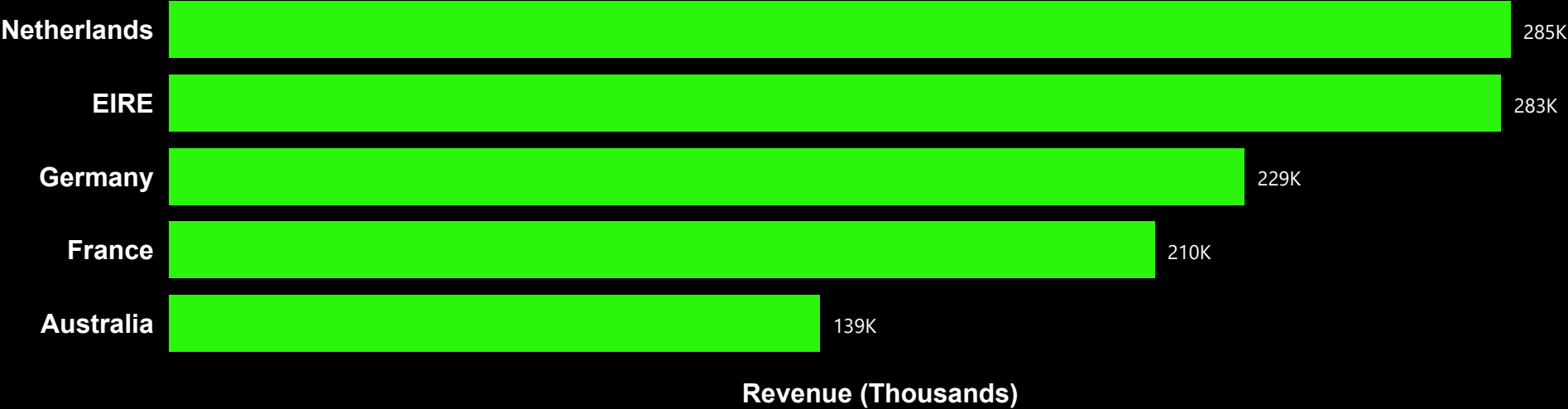


Revenue Generated by Top 10 Customers

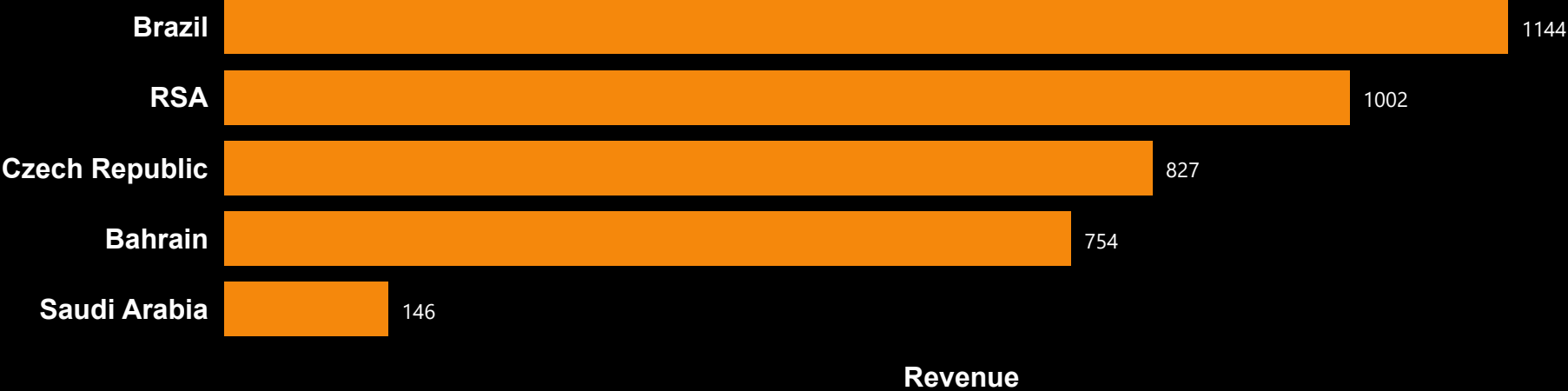


Country Wise Performance for Sales

Top 5 Countries by Revenue



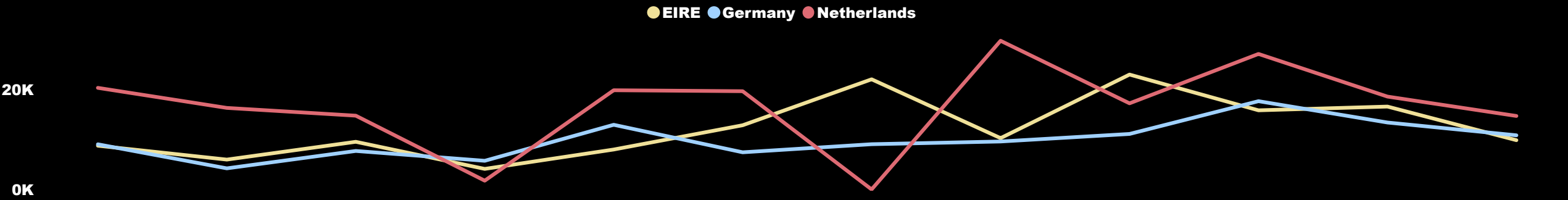
Bottom 5 Countries by Revenue



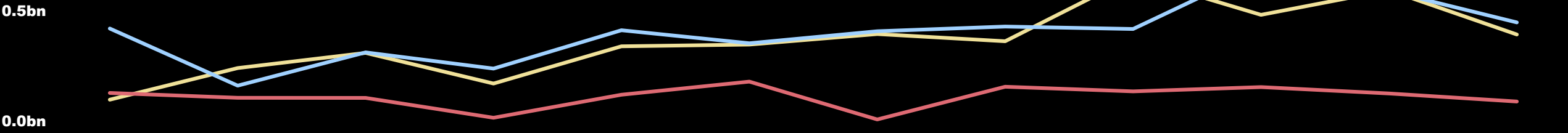
We should take deeper look into countries at bottom, and check if their requirements are meet and if not, then how we can change our services and products to carter their needs which will result in generation of revenue.

Sales Trend For Top 3 Countries.

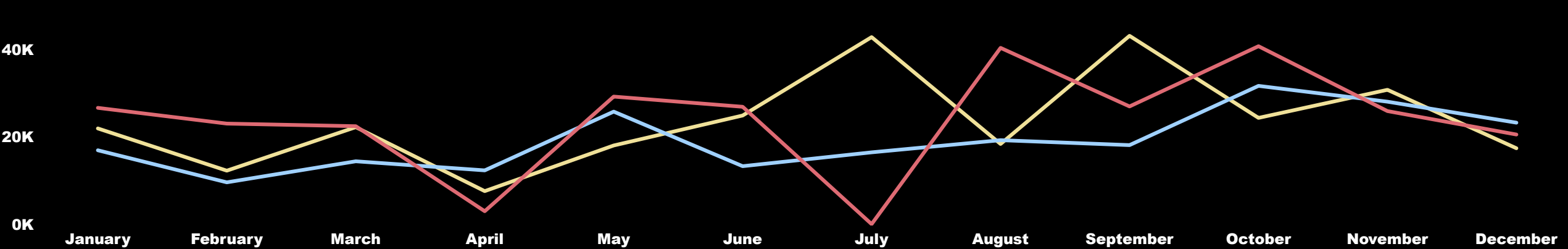
Quantity Purchased (in thousands)



Purchases



Revenue (in thousands)



Product Performance

01-12-2010

09-12-2011

Top 10 products

StockCode	Sum of Revenue
22980	1,73,867.84
85123A	1,25,988.23
82482	59,428.72
22423	45,958.84
85099B	44,728.39
22720	41,905.62
20725	35,151.55
22961	33,329.06
20727	31,594.76
21212	31,363.37

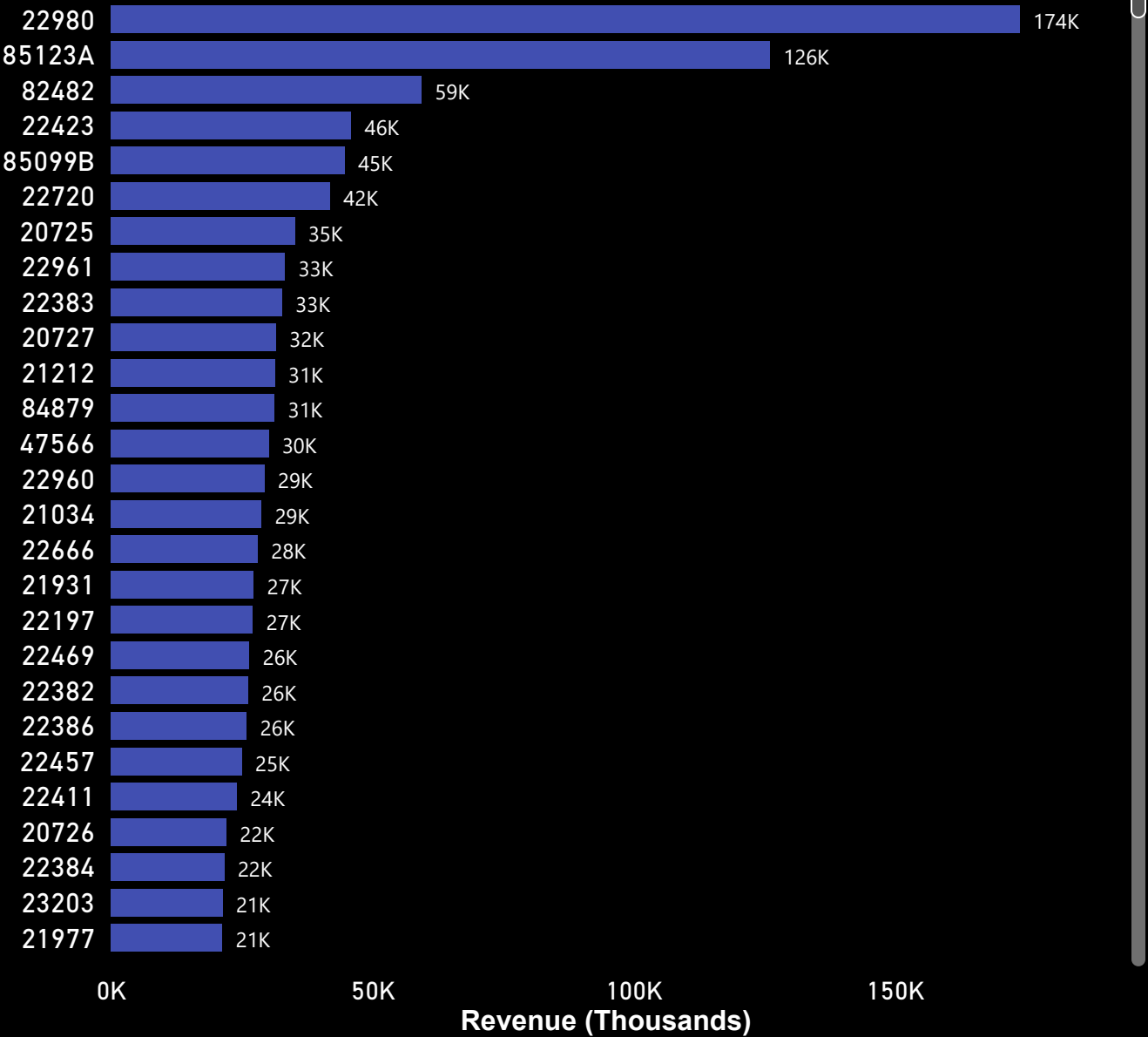
Bottom 10 products

StockCode	Sum of Revenue
20678	1.25
22963	1.25
B	1.10
20703	0.85
23579	0.85
90162A	0.83
23643	0.79
21491	0.39
23605	0.39
44265	0.29

Total

7.99

Revenue Generated by StockCode



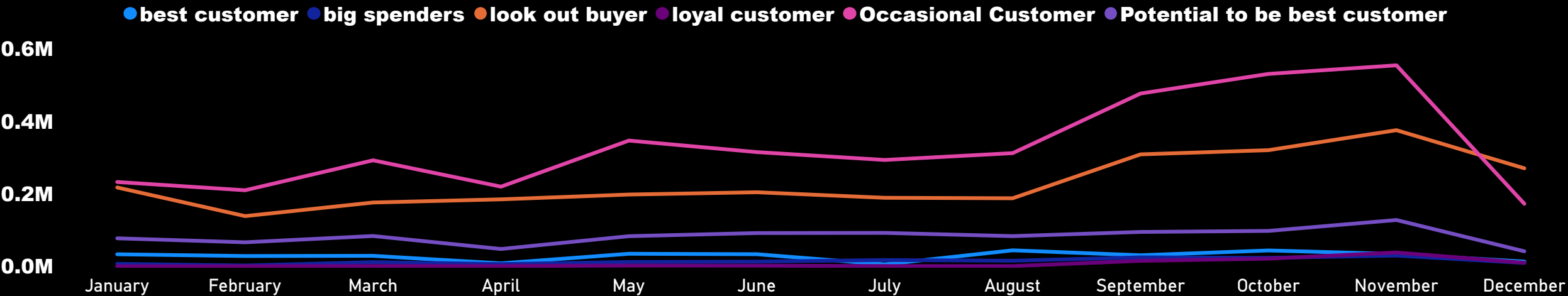
Country

All

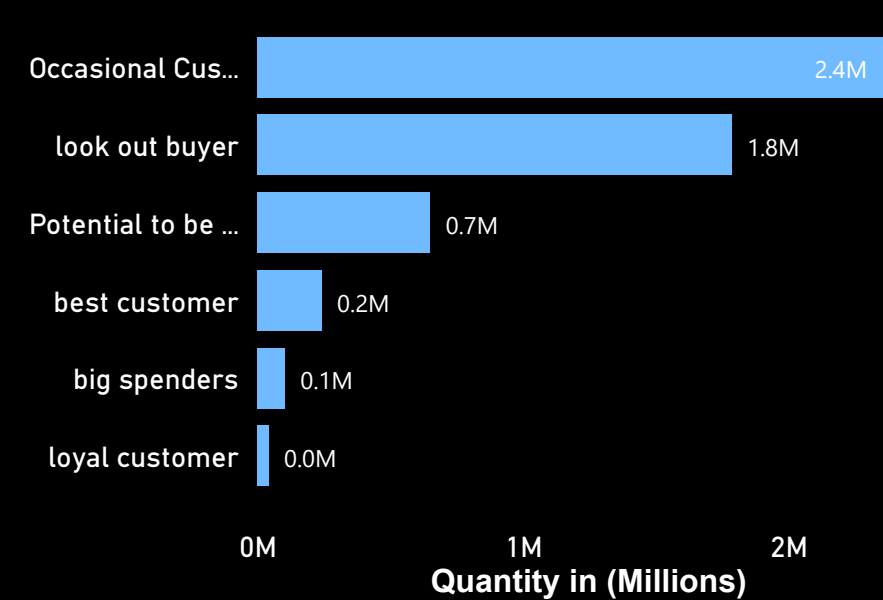
We should check if products **82482, 22423, 85099B** are in shortage, which is resulting in generation of less revenue from them as compared to top 2 products.

Home

Monthly Revenue by Type of Customer



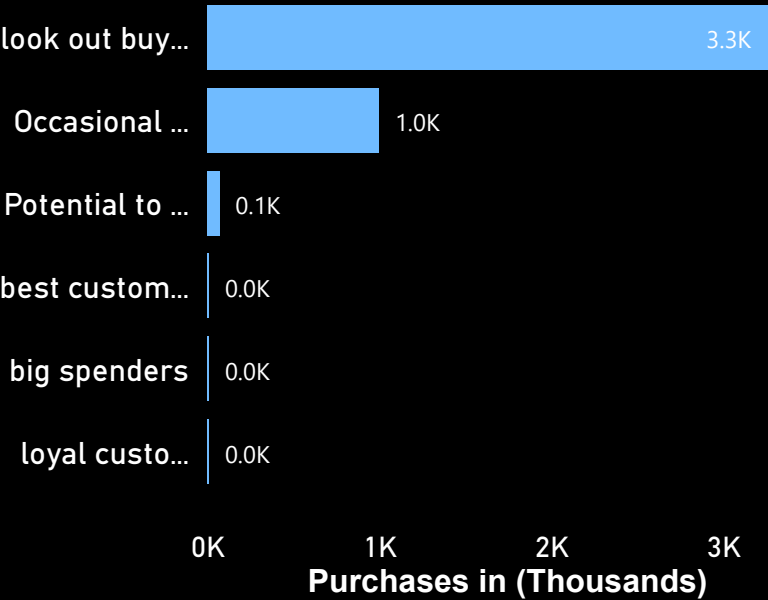
Quantity bought by type of Customer



We can see that **Occasional and Lookout Buyers** contribute approximately **70-80%** to our Business.

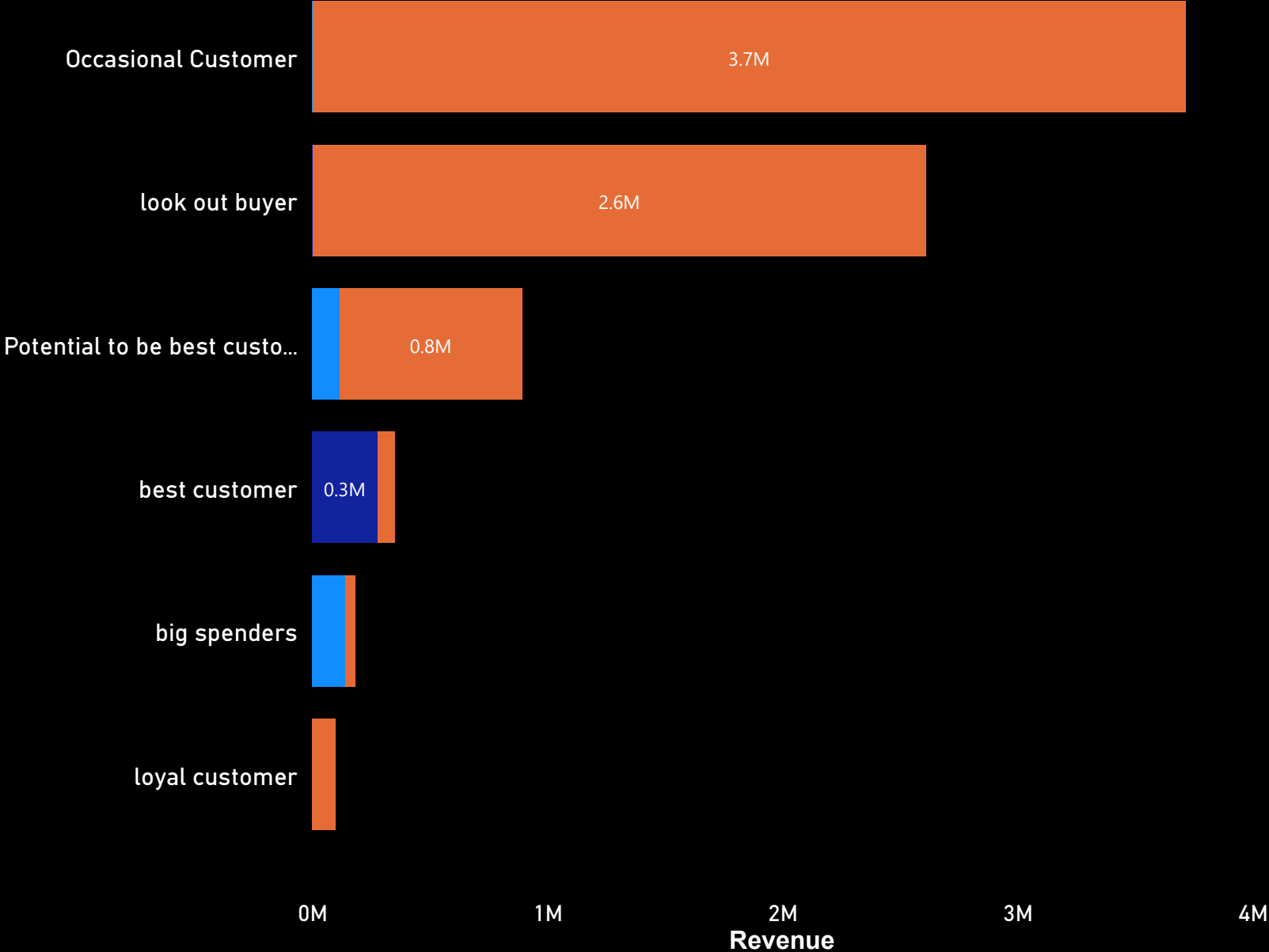
If we can convert **Look out Buyer** by recommending them the products which are similar to their previous bought and searched product, by doing this we can generate **approximately 6M revenue.**

Purchases by type of Customer



Revenue Generated by Type of Customer and Country

EIRE Netherlands United Kingdom



Country

All

We can see that only United Kingdom has Loyal customers.

We should focus our attention on **Netherland, Eire and Australia** this three countries customers can be converted to Loyal customers if we give them some additional benefits and discounts.

Revenue Generated by Stock Code and Country

Home

Country

Multiple selections

Revenue in (Thousands)

1.5K

1.0K

0.5K

0.0K

10002
10124G
15036
15056...
15056N
15060B
16012
16156S
16237
17090A
17090D
18097A
18097C
20658
20665
20668
20674
20675
20677
20679
20685
20712
20713
20718
20719
20724
20725
20726
20727
20728
20749
20750
20751
20752
20754
20755
20757
20759
20760
20761
20780

Clear filters

KEY INSIGHTS:

- We can see seasonality from Jan-April and from May-Aug similarly from Sep-Nov, we can try to maximize the revenue in Qtr 4.
- We can also observe that most of the growth is happening between Sep-Nov and Least growth happening between Jan-April with average growth rate of **6.26 % which is 12.6 % less** than average growth of Sep-Nov.
- We can observe that our revenue is approximately increased by 8% than our previous year.
- Approximately **15% of Revenue comes from Netherland, Eire, Germany and France** alone, whereas Czech Republic, Bahrain, Japan and Saudi are the countries which are generating negligible amount of revenue which is less than 1% of the total revenue.
- Our Loyal customers are tending to buy less so we have to give them discounts and special services to keep them engaged.
- We should focus on best and potential to be best customer so they can turn into loyal customers, currently our **Loyal customers contribute upto 3-4%** in total revenue, if we can successfully convert best and potential to be best customer we can be sure that almost **20-21%** of our revenue will be stable.