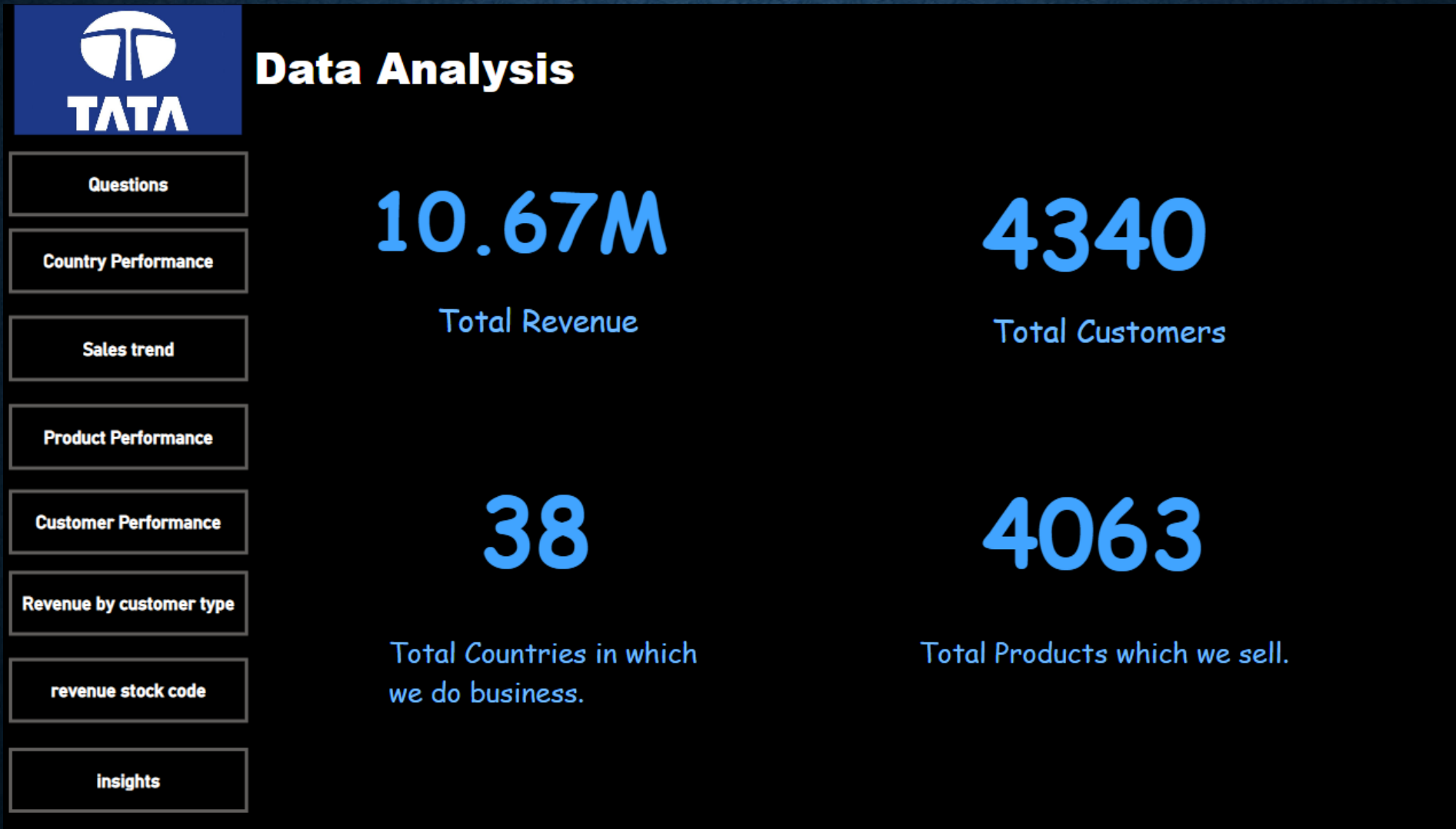
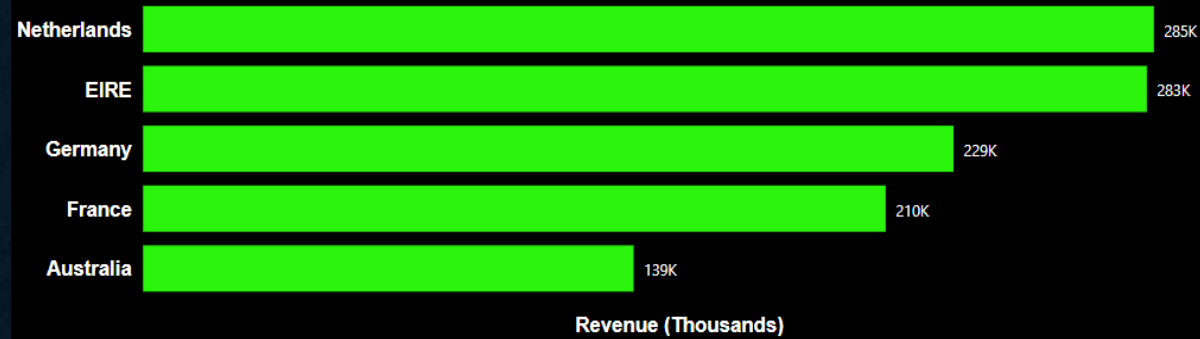


FORGE VIRTUAL INTERNSHIP



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 cater their needs which will result in generation of revenue.

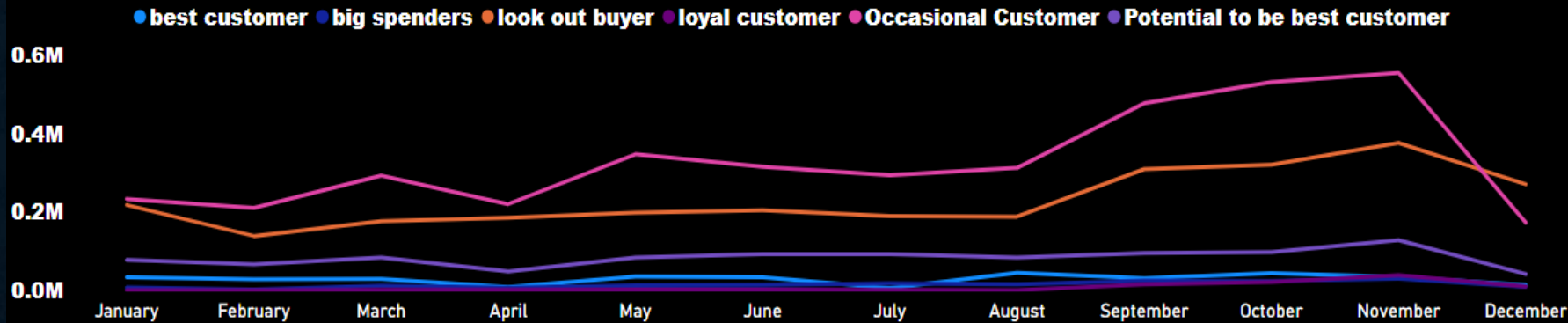
In this visualization only top and bottom 5 countries are shown using the filters option on the data .

I have added the home button, so its easy for an client to navigate through the dashboard.

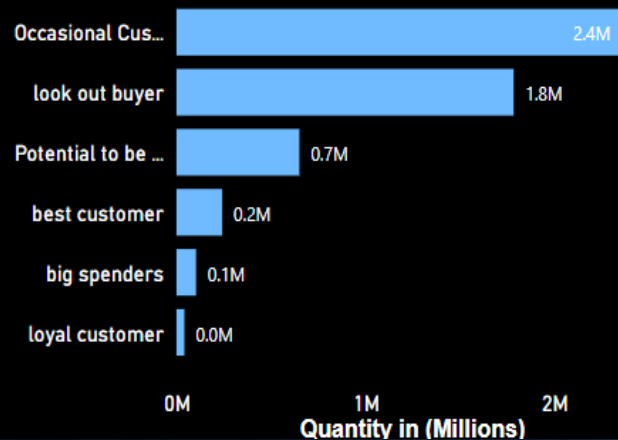
Customer performance

[Home](#)

Monthly Revenue by Type of Customer



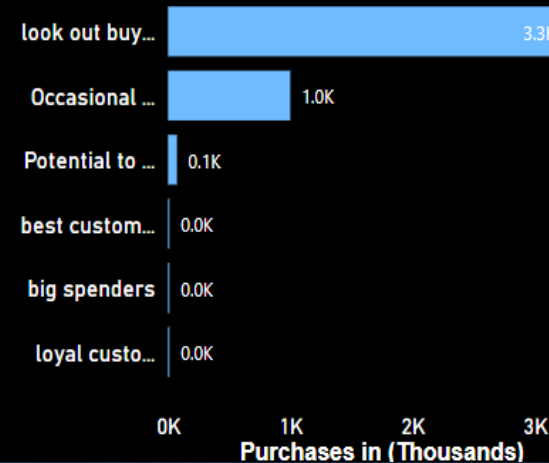
Quantity bought by type of Customer



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

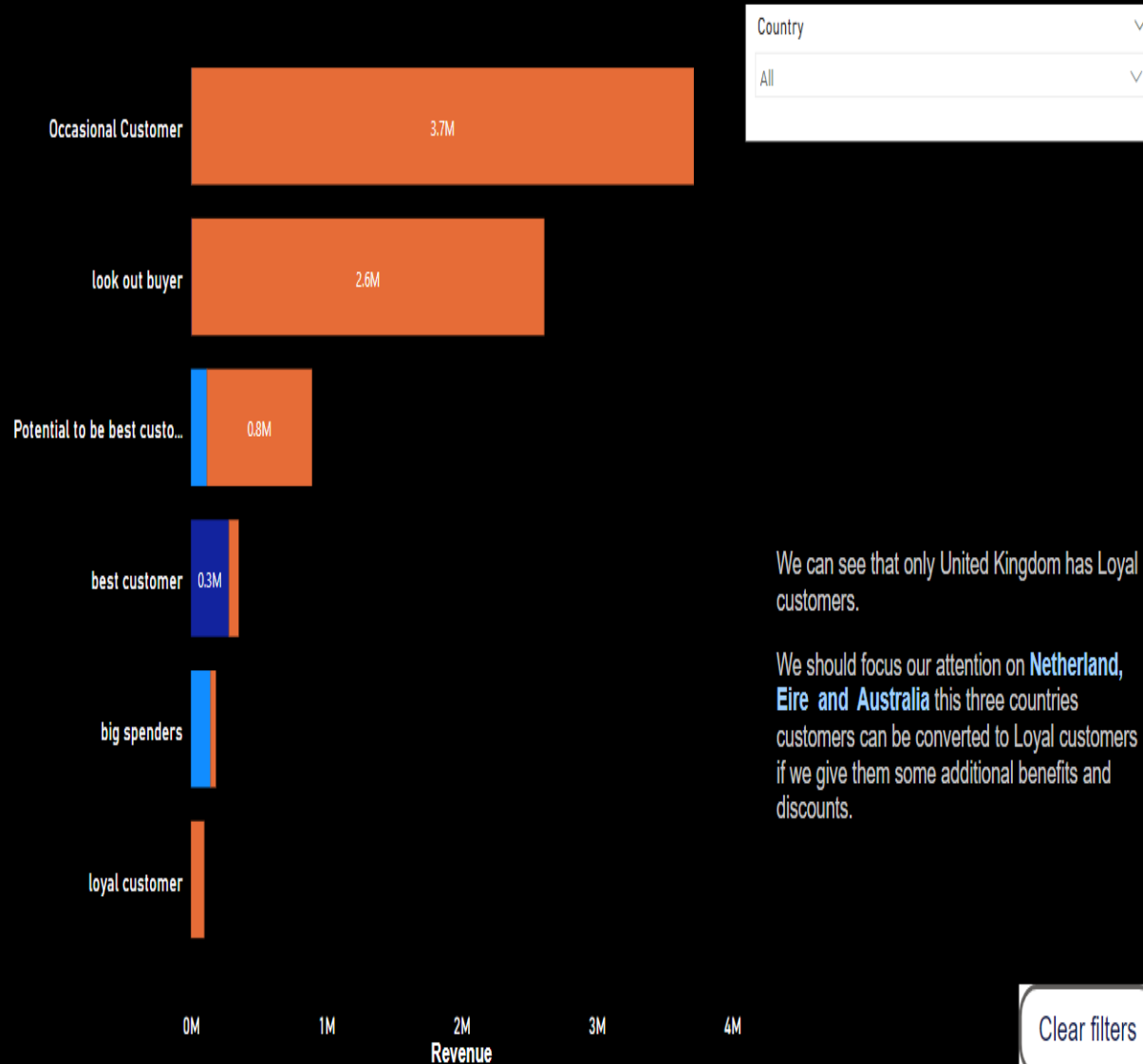


In order to classify customers as loyal customers, big spenders, occasional buyers etc... I had grouped customers based on the invoice ID and then counted how many times they have bought from us based on the count I did classification.

Complete EDA is available on github

Revenue Generated by Type of Customer and Country

● EIRE ● Netherlands ● United Kingdom



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% then our previous year.

Approximately **15% of Revenue comes from Netherland, Eire, Germany and France** alone, wear as Czech Republic, Bahrain, Japan and Saudi are the countries which are generating negligible amount of revenue which is less then 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.

Home



Inspiring and
empowering
future professionals

Aishwarya Poman

Data Visualisation: Empowering Business with Effective Insights

Certificate of Completion
May 27th, 2023

Over the period of May 2023, Aishwarya Poman has completed practical tasks in:

Framing the Business Scenario
Choosing the Right Visuals
Creating Effective Visuals
Communicating Insights and Analysis

Tom Brunskill
CEO, Co-Founder of Forage

Enrolment Verification Code NZPkW5MJ8xLn86dqS | User Verification Code Eho6wEmjcCKDxowb6 | Issued by Forage

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