**PRESENTATION ON MY FINDINGS BASED ON THE 4 QUESTIONS ASKED BY THE CEO & CMO.**

**Name:** Eniola Ajilo.

**Date:** 23rd March, 2023.

**Company:** TATA

**Data Cleaning:**

* I filled the rows that was *null* with (0),
* I formatted the invoice date to short dates.
* I removed records with negative quantities and unit prices.
* Added a calculated DAX to create revenue column.

All these was necessary in order to give a useful analysis.

**1st**

The CEO requested a revenue trend to determine whether retail sales are seasonal.

According to the data, there are several months of the year that have significant development. The first eight months of sales from January to August were stable, with an average of $685K (Six hundred eighty-five thousand US dollars) in revenue per month. Then it skyrocketed in September with over 40% increase compared to previous months. This pattern persisted up until November, when it rose to 1.5 million US dollars, the largest amount of sales in the whole year but unfortunately, In December there was a drastic decrease in sales which I believe might be that the data for isn’t accurate.

Therefore, the data demonstrate that during the last 4 months of the year there was a good increase in sales due Season.

**2nd**

The top 10 countries with the highest quantity and sales excluding UK as requested by the CMO are presented both with a map and a clustered column.

Since the UK obviously has the largest demand and highest generated revenue, I understand why it’s excluded. Which simply means you are more interested in nations where demand may be boosted.

According to the data, sales of units and income are quite high in nations like the Netherlands, Ireland, Germany, and France etc. These countries are most potential for growth and will definitely increase the next year revenue.

Therefore, I propose concentrating on these countries.

**3rd**

The top 10 consumers based on their ID who have made the most purchases from the business has requested by the CMO.

According to the data, the 10 consumer purchases are mostly from the top 10 countries with highest revenue.

The fact that the highest revenue-producing consumer, only spent 17% more than the second highest demonstrates that the company does not rely solely on a small number of consumers to generate income. This demonstrates that consumers' ability to negotiate is limited and that the state of business is positive and also the customers are satisfied.

**4th**

All countries by its revenue also excluding UK as requested by the CEO.

This is visualized with a map chart which shows the counties that have generated the largest revenue down to the lowest.

It shows that nations like the Netherlands, Ireland, Germany, France, and Australia are the top 5 countries with the highest revenue which obviously will be generating high profits too and top 5 lowest countries are Saudi Arabia, Bahrain, Czech Republic, RSA, and Brazil.

It’s possible that the products sold are not in demand in these countries with low revenue.

I propose the marketing team should do research to find out in demand products for these countries and come up with a new strategy mainly focused for these countries.

Therefore, sales, revenues, and profits should increase with the implementation of these strategies.

***“I really do believe you will find the analysis convincing and useful to increase your sales and revenue for the next year”.***

Thank You.