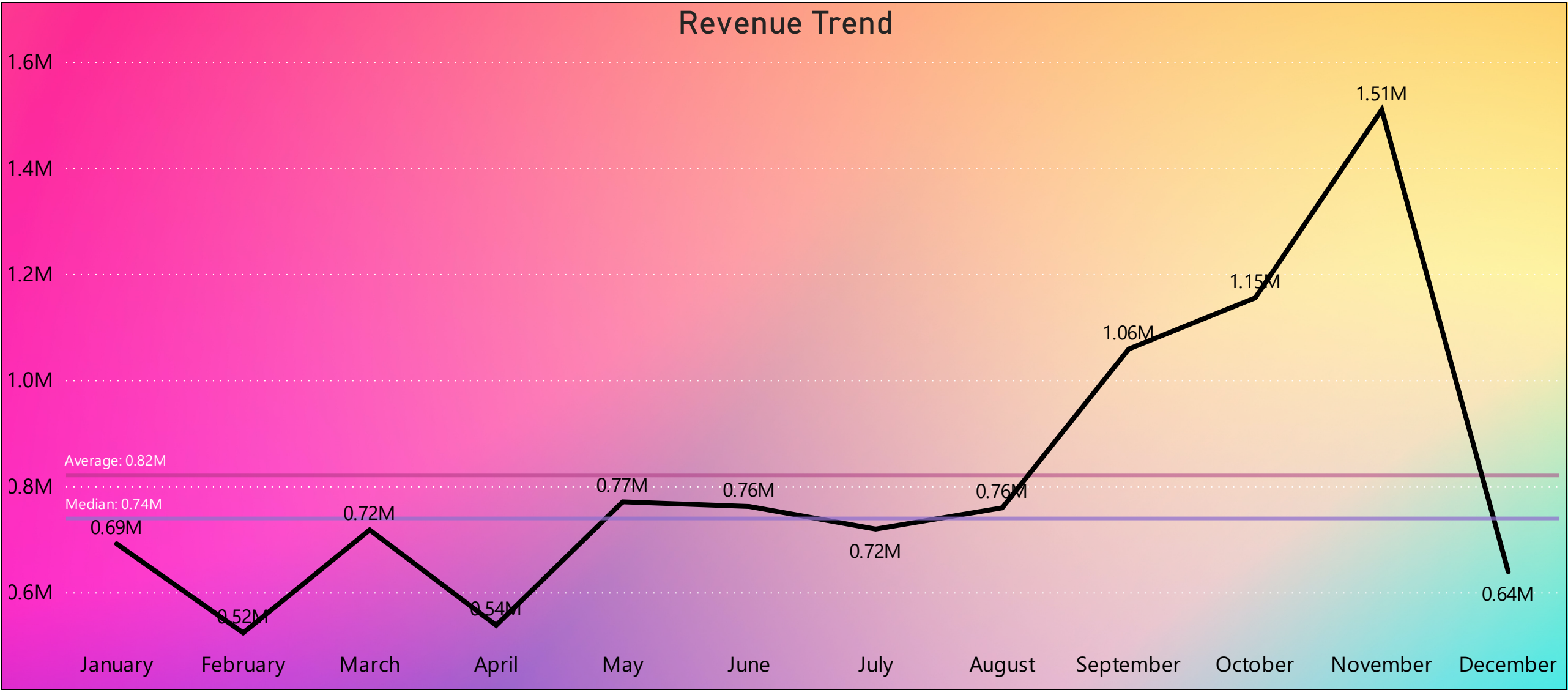




# Data Visualisation: Empowering Business with Effective Insights

Gain insights into leveraging data visualisations as a tool for making informed business decisions.

# Revenue Trend

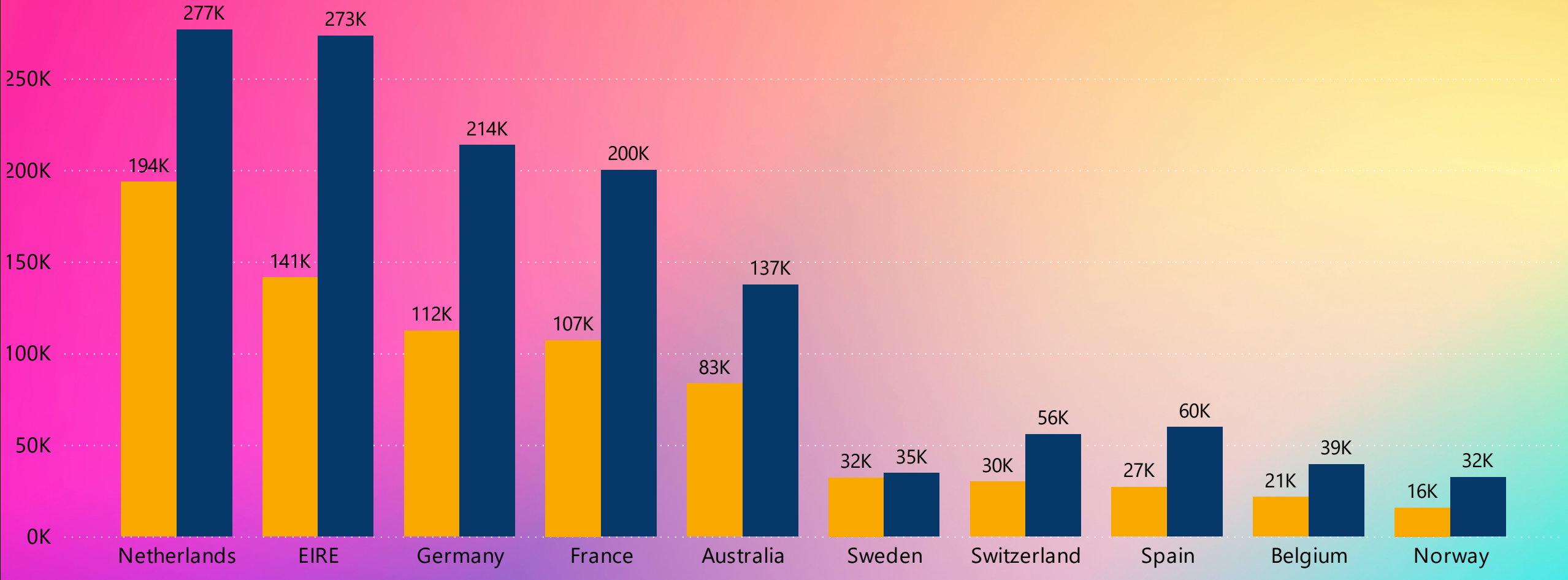


- According to the statistics, the first eight months of sales from January to August were very stable, with an average of \$685K (Six hundred eighty-five thousand US dollars) in revenue per month.
- The increase in revenue begins in September, when it grows by 40% over the previous month. This pattern persisted up until November, when it rose to 1.5 million US dollars, the largest amount of the whole year.
- Unfortunately, since the data for December is insufficient, no inferences can be made from it. This research demonstrates how seasonality—which generally happens in the last four months of the year—affects retail store sales.



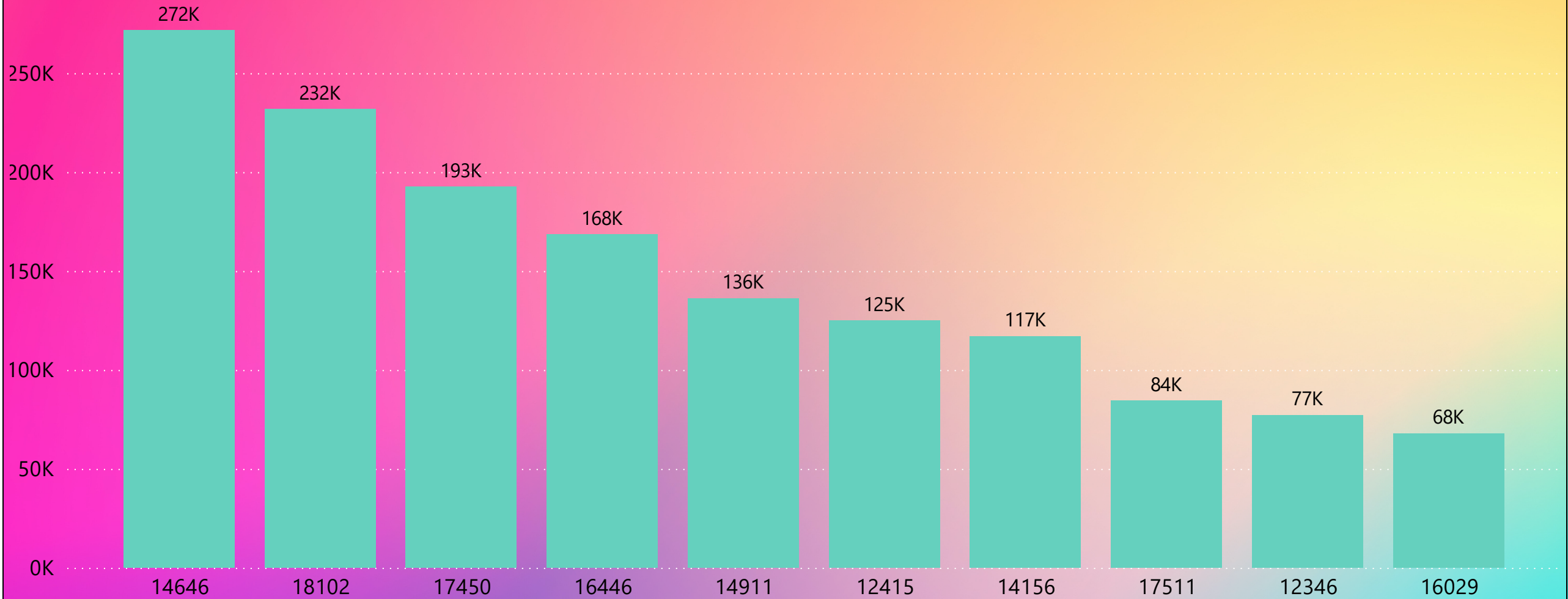
# Top 10 Countries by Revenue

● Quantity ● Revenue



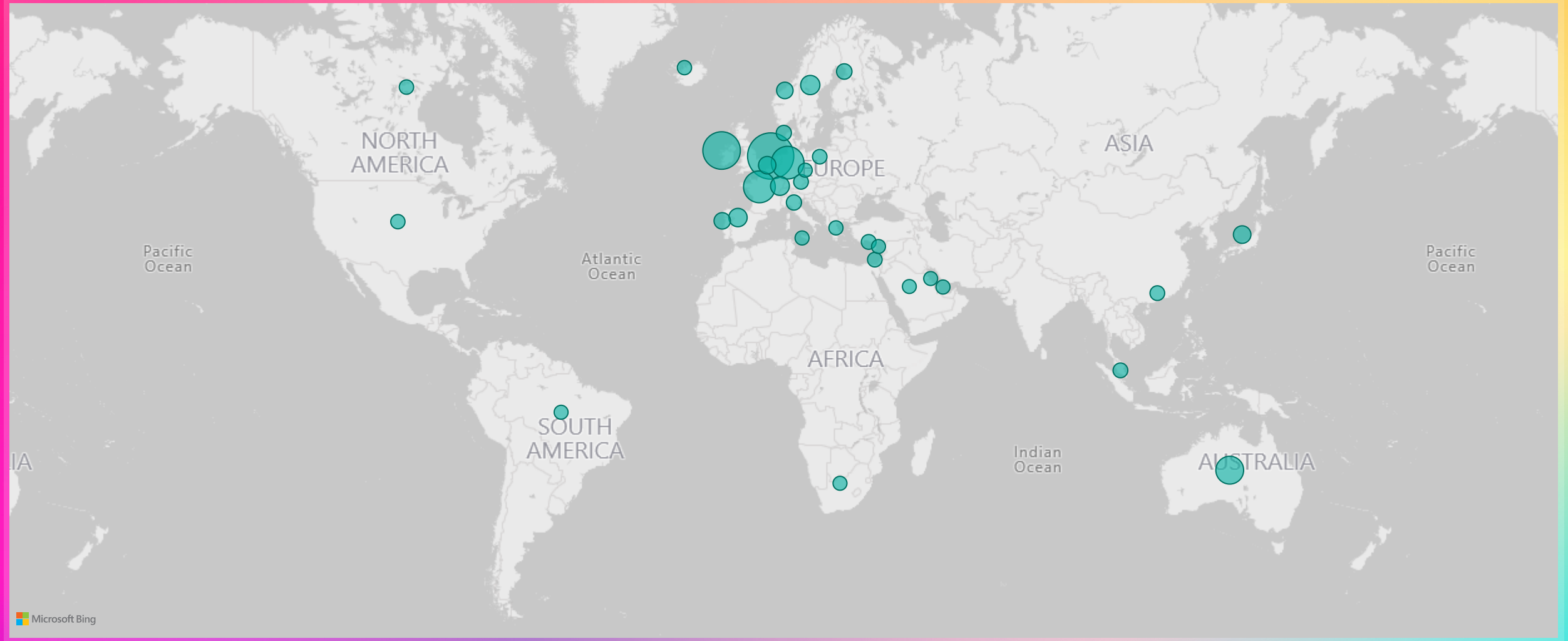
- The top 10 countries with the most potential for growth are represented in the second graph.
- Since the UK already has a large demand and I understand you are more interested in nations where demand may be boosted, the UK is not included in these statistics.
- According to the data, sales of units and income are quite high in nations like the Netherlands, Ireland, Germany, and France.
- To guarantee that steps are taken to further seize these markets, I would propose concentrating on these nations.

## Top 10 Customers



- The top 10 consumers who have made the most purchases from the business have been the subject of the third study.
- According to the statistics, there are not many differences between the top 10 consumer purchases.
- 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.

## Quantity by Country



- The map chart concludes by comparing the places that have produced the greatest revenue to those that have not.
- Apart from the UK, it is clear that nations like the Netherlands, Ireland, Germany, France, and Australia generate large profits, and the company should invest more in these nations to boost product demand.
- The map also reveals that the majority of sales occur only in the European zone, with only a small number in the American region. Along with Russia, there is no market for the items in Africa or Asia.
- Sales revenues and profitability might increase with the implementation of a fresh strategy focused on these areas.