

## **Communication and Insights**

### **Data Visualization: Empowering Business with Effective Insights**

Good evening.

A happy new year.

Myself Ananta Kumaar V R, and I'm very much excited to share some insights about your business. I appreciate you giving me the leading questions. Seeing the sorts of insights, you expect to derive from the data was useful. I really believe you will find the analysis convincing and useful as you decide how to proceed with your next business prospects.

I want to start by assuring you that I tried my best and have given the most accurate analysis. I cleaned up any records with negative quantities and unit prices after loading the data into my POWER BI desktop, since it was necessary to do so in order to give meaningful insights for better decision making.

#### **Problem1: Revenue Stats**

Regarding your first query, the CEO has asked for 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. According to the statistics, the first eight months of sales from January to August were very stable, with an average of \$750K (Approx. Seven hundred and fifty thousand US dollars) in revenue per month. The increase in revenue begins in September, when it grows by 50% over the previous month. This pattern persisted up until November, when it rose to 1.46 million US dollars, the largest amount of the whole year. Unfortunately, there was a major drop down for December which was approx. 0.43 million US Dollars. This research demonstrates how seasonality—which generally happens in the last four months of the year—affects retail store sales.

#### **Problem2: Revenue and Quantity of customers in top 10 countries by not taking UK into account**

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 to increase the revenue growth.

#### **Problem3: Revenue by Customer ID**

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 few differences between the top 10 consumer purchases. The fact that the highest revenue-producing consumer only spent 9% more

than the second highest demonstrates that the company does not rely solely on a small number of consumers to generate income. Top customer has sent nearly 78.5% more than the bottom most 3 customers and nearly 52.25% more than mid-range customers. Company can offer some promotional offers for bottom and mid-range customers to increase the revenue

#### **Problem4: Demand by country except UK**

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 by adapting new strategies.

#### **Conclusion**

Thanks so much for your time. If you have any questions about the analysis or would like to see anything additional after you've had time to digest this information, I'd be happy to develop that for you.