Good Afternoon,

1. Greetings to all of you, this is Aradhana AND I am going to share insights on the result obtained upon analyzing data provided to me by tata on Data Visualisation during my virtual internship programme
2. Creating charts , visualization, maps requires a lot of processing of data using software called power BI.
3. dataset represent sales of over 2 years of an online retail, which has millions of data points which includes thousands of customer and invoices and data collected from over more than 10 countries.
4. In order to create visuals we need to first load the data set which was available in the form of excel sheet into power bi.
5. now that we have load the data , second step is to clean the data, I cleaned up any records with negative quantities and unit prices and invoice date in order to filter out data which was irrelevant to our analysis.
6. I really believe you will find the analysis convincing and useful as you decide for your next business prospects

Now we move forward to the task.

I want to start by assuring you that I have given the most accurate and current analysis. I cleaned up any records with negative quantities and unit prices after loading the data into my software, since it was necessary to do so in order to give useful analysis.

1st task—

Regarding your first query, the CEO has asked for a time series analysis of revenue trend for the year 2011 to determine whether 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 $625K (Six hundred eighty-five thousand US dollars) in revenue per month.

The increase in revenue begins from September, with revenue peaking at 1.46 millions in November, 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.

2nd

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.

3rd

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.

4th

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.

I much appreciate your time. After you've had a chance to process this material, if you have any questions about the analysis or would want to see anything additional, I would be glad to create it for you.

Thank You