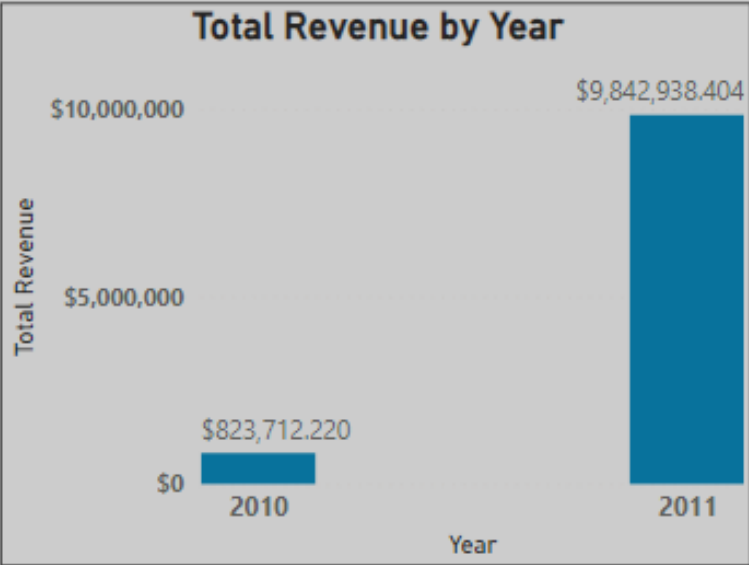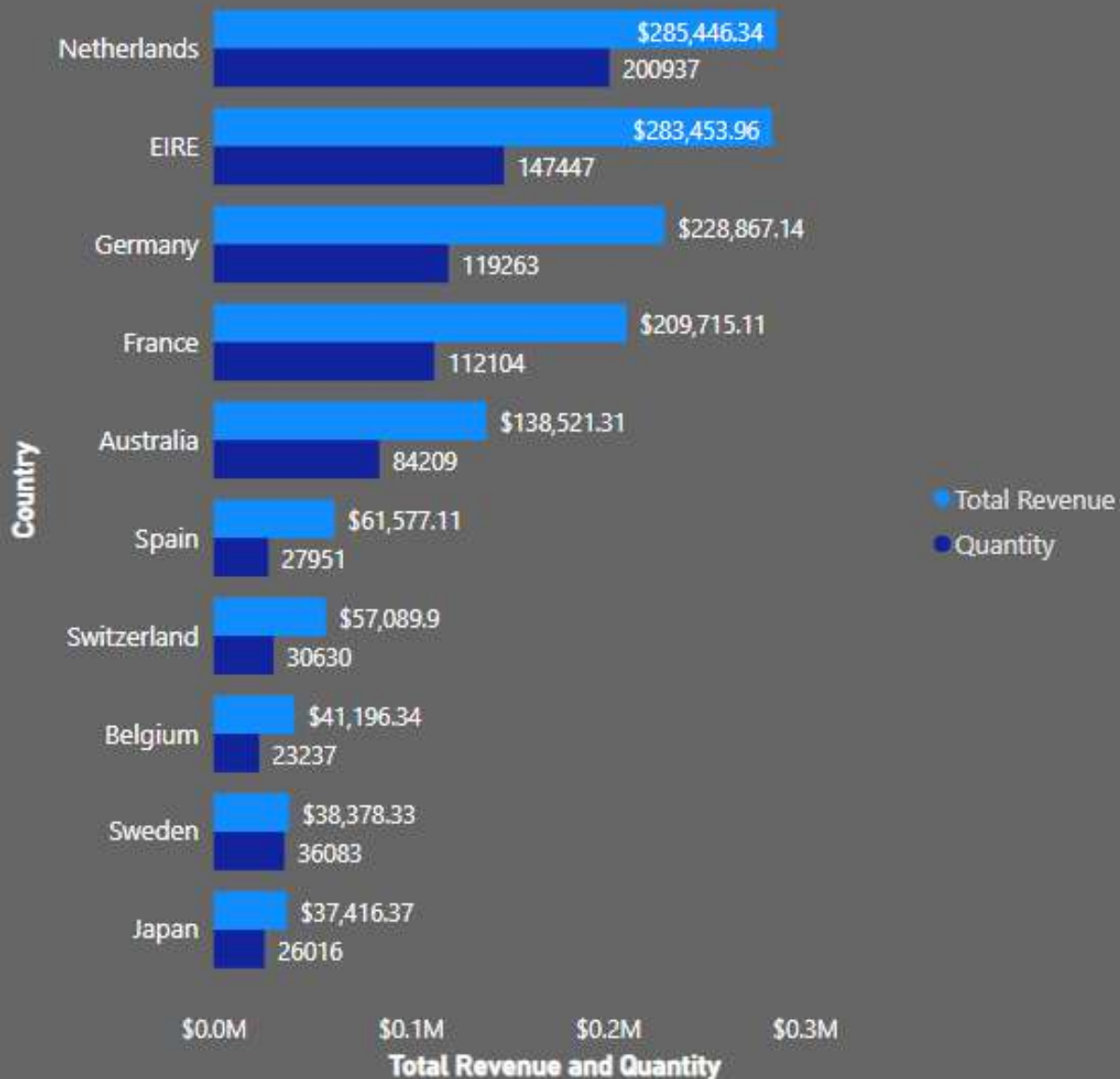## Total Revenue by Year

Question 1

The CEO of the retail store is interested to view the time series of the revenue data for the year 2011 only. He would like to view granular data by looking into revenue for each month. The CEO is interested in viewing the seasonal trends and wants to dig deeper into why these trends occur. This analysis will be helpful for the CEO to forecast for the next year.

Total cost by Month– 2011

Total Revenue and Quantity by Country

Country	Total Revenue	Quantity
Netherlands	$285,446.34	200937
EIRE	$283,453.96	147447
Germany	$228,867.14	119263
France	$209,715.11	112104
Australia	$138,521.31	84209
Spain	$61,577.11	27951
Switzerland	$57,089.9	30630
Belgium	$41,196.34	23237
Sweden	$38,378.33	36083
Japan	$37,416.37	26016

● Total Revenue
● Quantity

Total Revenue and Quantity
$0.0M $0.1M $0.2M $0.3M

Question 2

The CMO is interested in viewing the top 10 countries which are generating the highest revenue. Additionally, the CMO is also interested in viewing the quantity sold along with the revenue generated. The CMO does not want to have the United Kingdom in this visual.

Total Revenue by Country
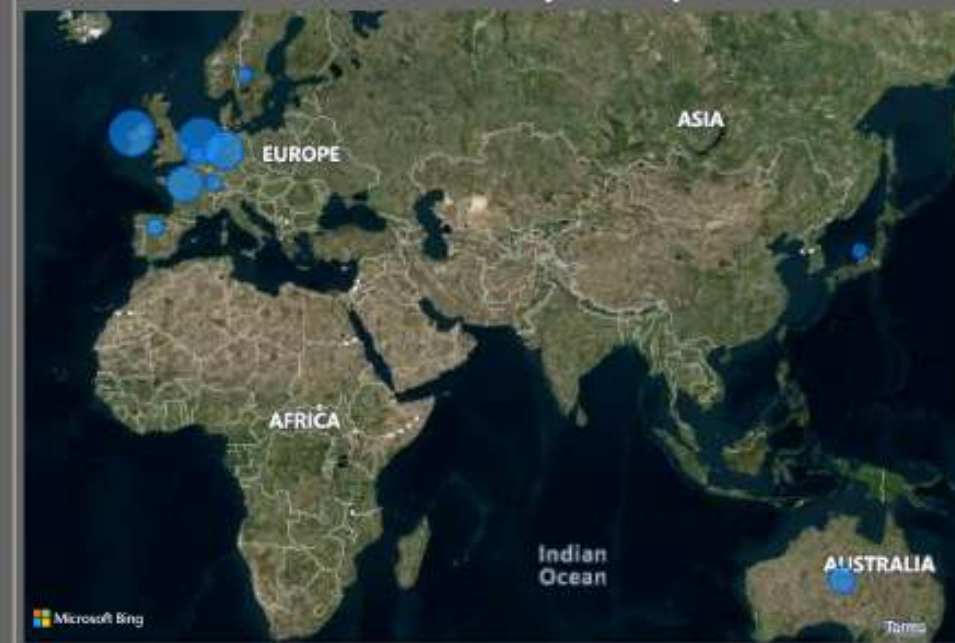
Count of Product by Country and Product

● 4 PURP... ● 50'S CH... ● DOLLY ... ● I LOVE ... ● I LOVE ... ● NINE D... ● OVAL ... ● RED SP... SET 2 T...

Microsoft Bing

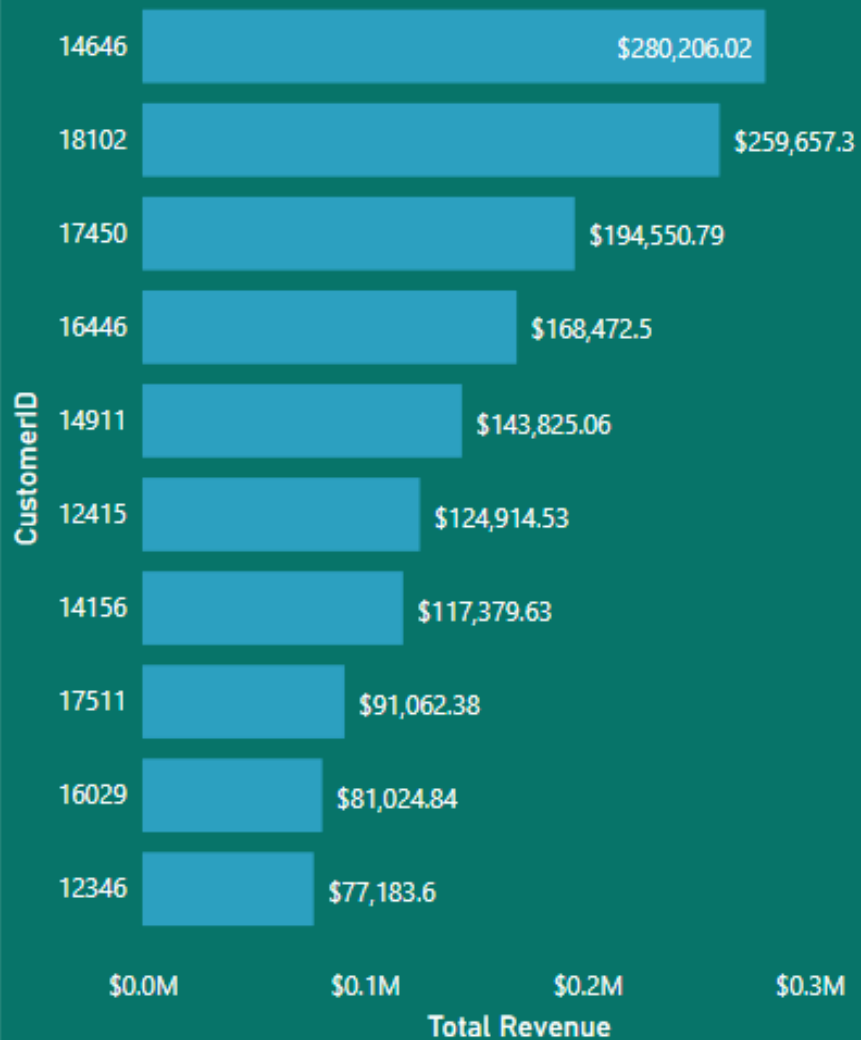© 2023 Microsoft Corporation Terms
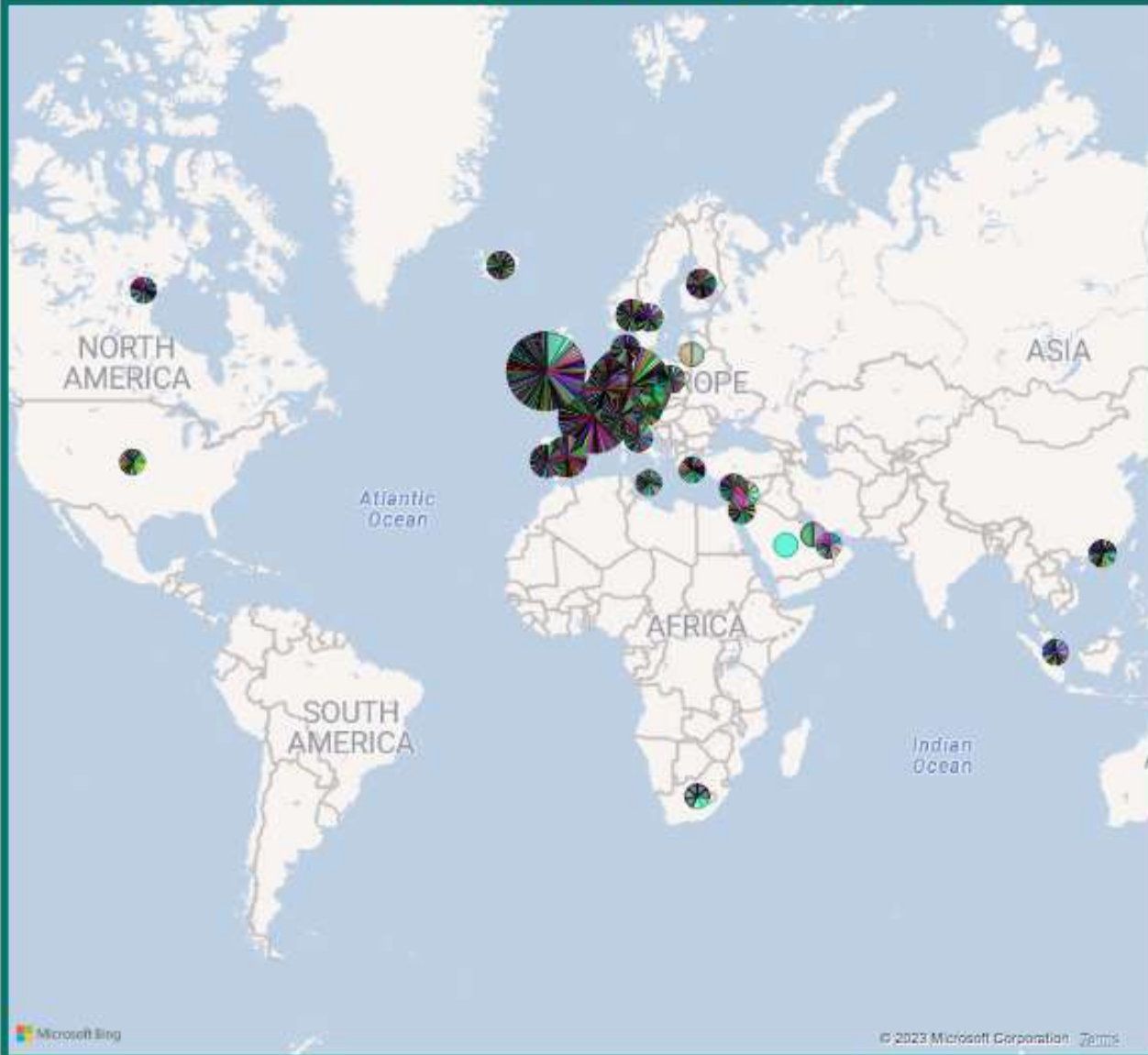
Product
All ▼

Country
All ▼

Question 4

The CEO is looking to gain insights on the demand for their products. He wants to look at all countries and see which regions have the greatest demand for their products. Once the CEO gets an idea of the regions that have high demand, he will initiate an expansion strategy which will allow the company to target these areas and generate more business from these regions.

Product	Quantity	Total Revenue
⊞ 4 PURPLE FLOCK DINNER CANDLES	6	$15.3
⊞ 50'S CHRISTMAS GIFT BAG LARGE	188	$235
⊞ DOLLY GIRL BEAKER	1737	$1,933.25
⊞ I LOVE LONDON MINI BACKPACK	183	$719.45
⊞ I LOVE LONDON MINI RUCKSACK	1	$4.15
⊞ NINE DRAWER OFFICE TIDY	11	$164.45
⊞ OVAL WALL MIRROR DIAMANTE	9	$89.55
⊞ RED SPOT GIFT BAG LARGE	144	$180
⊞ SET 2 TEA TOWELS I LOVE LONDON	203	$632.15
⊞ SPACEBOY BABY GIFT SET	270	$4,156.5
⊞ TRELLIS COAT RACK	24	$118.8
⊞ 10 COLOUR SPACEBOY PEN	2064	$1,642.08
Total	**927162**	**$1,641,462.46**

Total Revenue by CustomerID

CustomerID	Total Revenue
14646	$280,206.02
18102	$259,657.3
17450	$194,550.79
16446	$168,472.5
14911	$143,825.06
12415	$124,914.53
14156	$117,379.63
17511	$91,062.38
16029	$81,024.84
12346	$77,183.6
Total	**$1,538,276.65**

Question 3

The CMO of the online retail store wants to view the information on the top 10 customers by revenue. He is interested in a visual that shows the greatest revenue generating customer at the start and gradually declines to the lower revenue generating customers. The CMO wants to target the higher revenue generating customers and ensure that they remain satisfied with their products.