**📊 Forage TATA Data Visualisation Internship Project**

**Virtual Internship Program | Forage x TATA**

This virtual internship project simulates a real-world data consultancy scenario where an **online retail business** has hired you to uncover **data-driven insights** using **Excel, Power BI (or Tableau)**, and **PowerPoint**.

**🧭 Project Overview**

An online retail company is seeking strategic insights to improve current performance and plan for future expansion. As a data consultant, your role is to clean, analyze, and visualize data, and then present meaningful business insights to the **CEO** and **CMO**.

**🎯 Objectives**

* Clean and analyze raw data using Excel.
* Create interactive and insightful dashboards in **Power BI** or **Tableau**.
* Build and deliver a professional business presentation using **PowerPoint**.
* Answer business-critical questions from both an **operations** and **marketing** perspective.

**📌 Task Breakdown**

**✅ Task 1: Business Question Drafting**

**Goal**: Prepare for a strategy meeting with the CEO and CMO by drafting key business questions.

Create a set of **4 questions each** for the CEO and the CMO that reflect their priorities. The CEO is focused on **operational performance and expansion**, while the CMO is focused on **marketing metrics and customer behavior**.

**✅ Task 2: Dashboard Creation & Visual Analytics**

Using **Power BI / Tableau**, create visualizations based on four selected questions from Task 1.

**Question 1 (CEO)**

Show a **time series** of monthly revenue for the year 2011 to identify **seasonal trends** for forecasting purposes.

**Question 2 (CMO)**

Display the **Top 10 countries (excluding UK)** by **revenue and quantity sold**.

**Question 3 (CMO)**

Highlight the **Top 10 customers** by revenue using a **descending bar chart** for targeting key clients.

**Question 4 (CEO)**

Show **global demand by country (excluding UK)** in a **single-view map** to support **expansion planning**.

**✅ Task 3: Final Presentation**

Create a **video presentation** summarizing your dashboard insights and strategic recommendations for the CEO and CMO. A script for the presentation should highlight:

* Key trends and anomalies.
* Country and customer-level insights.
* Strategic decisions and business suggestions.

**📷 Dashboard Snapshot**

