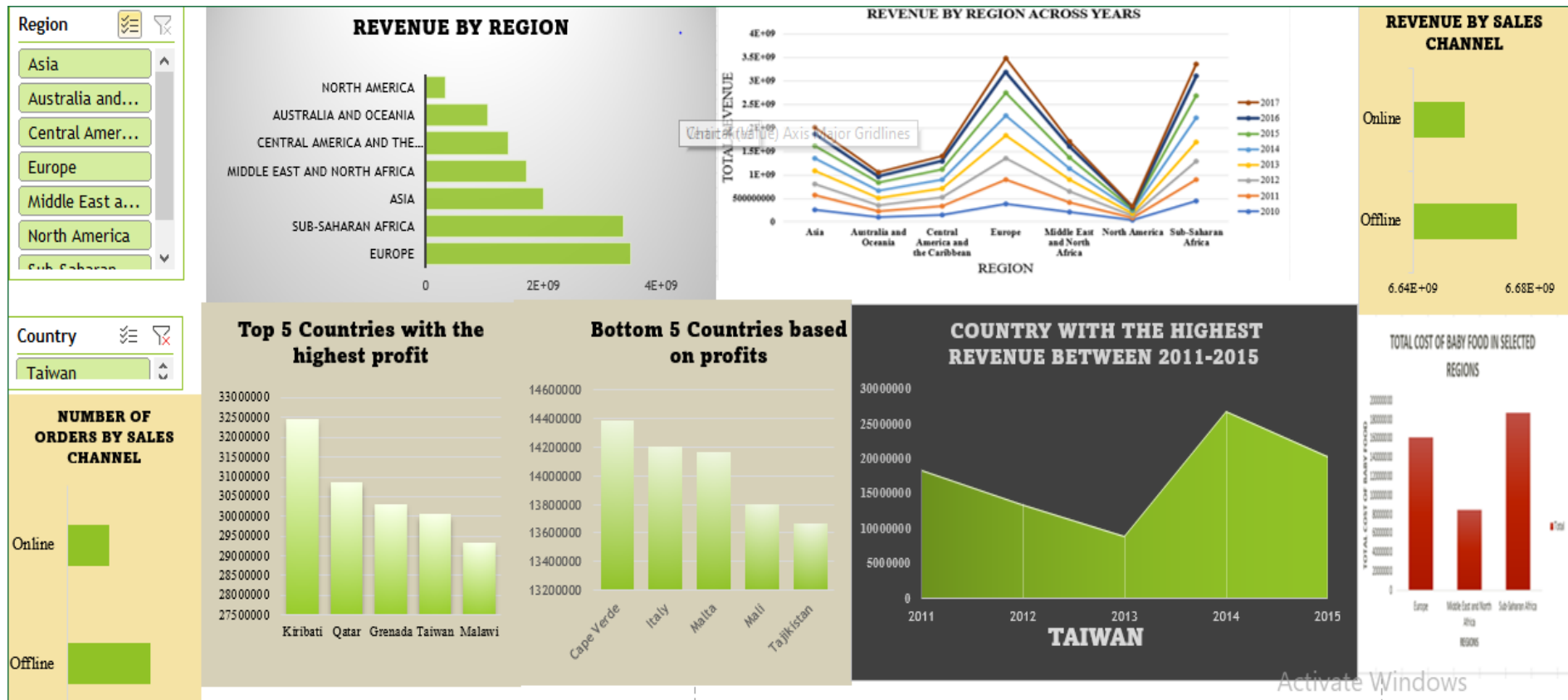
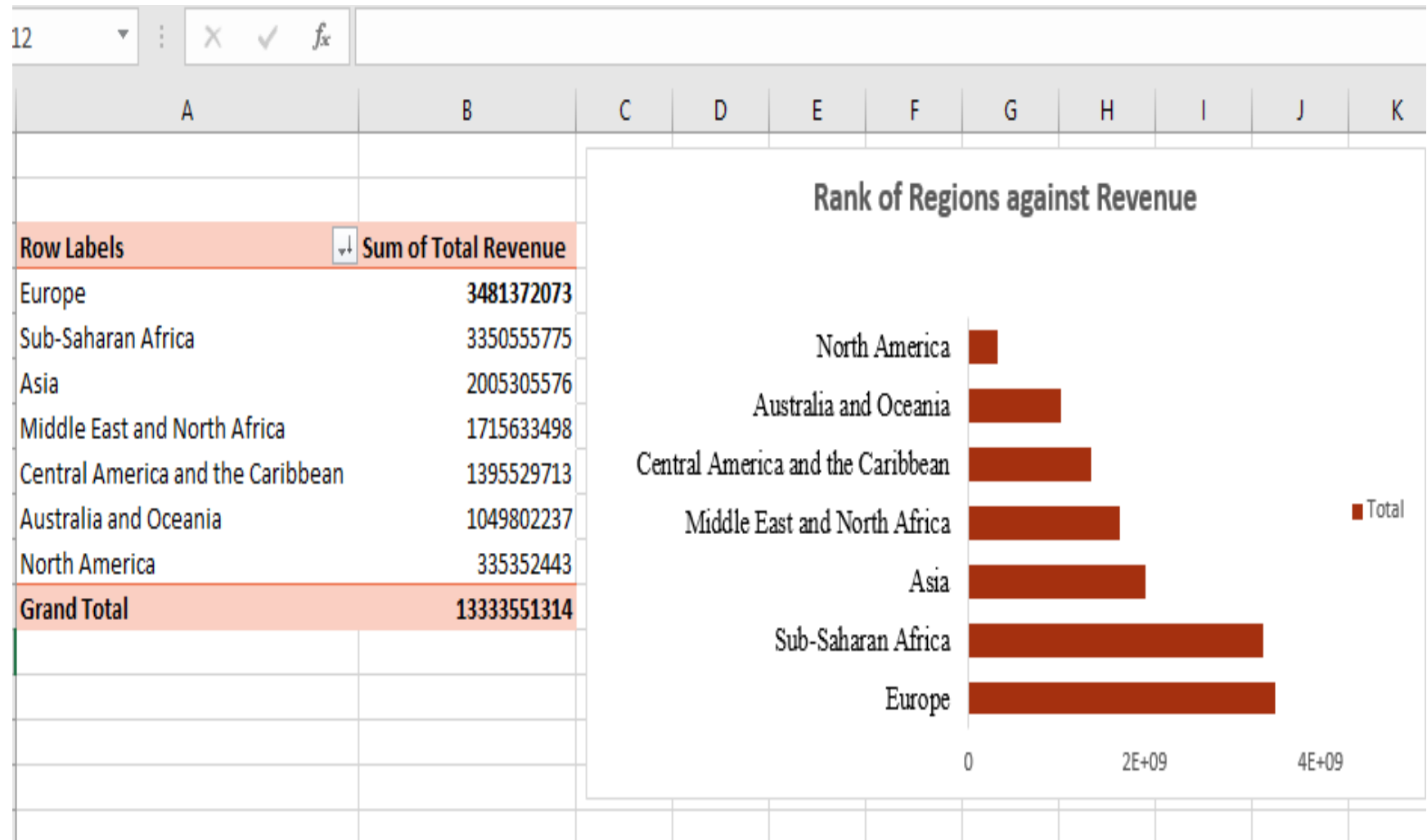


CAPSTONE EXCEL PROJECT

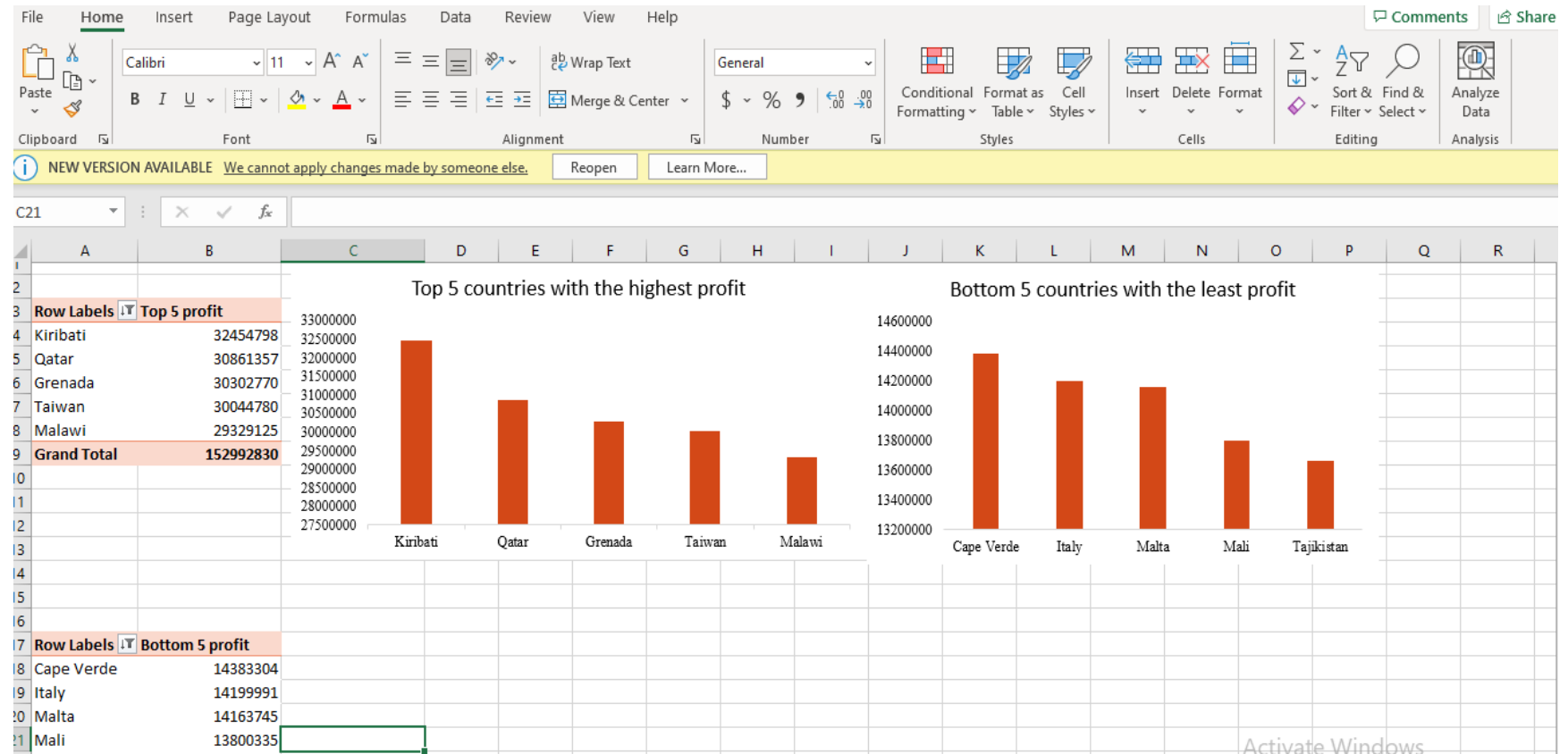
DASHBOARD SHOWING SALES DATA FROM 2010-2017



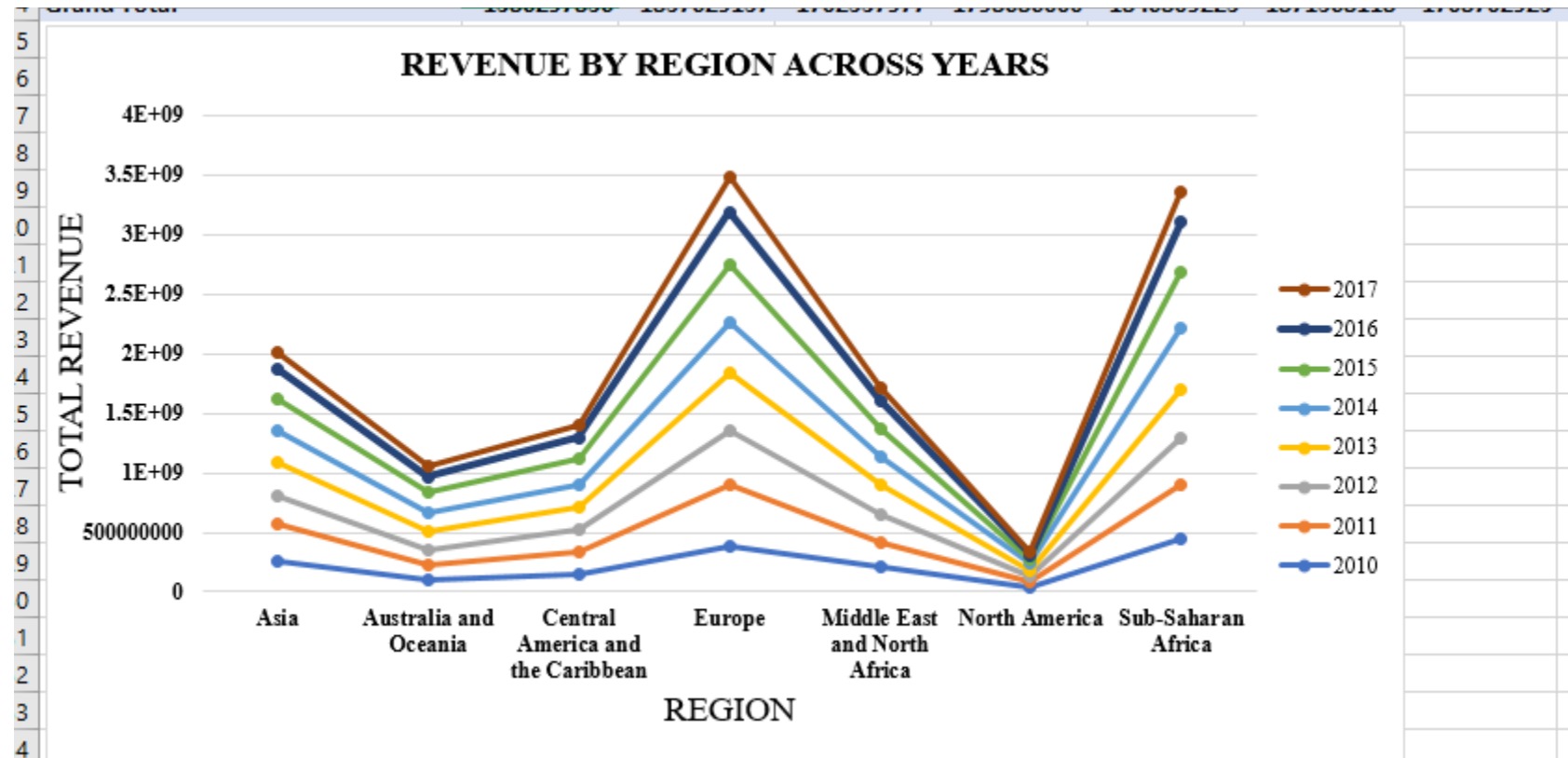
1. Which region ranked in the most Revenue?



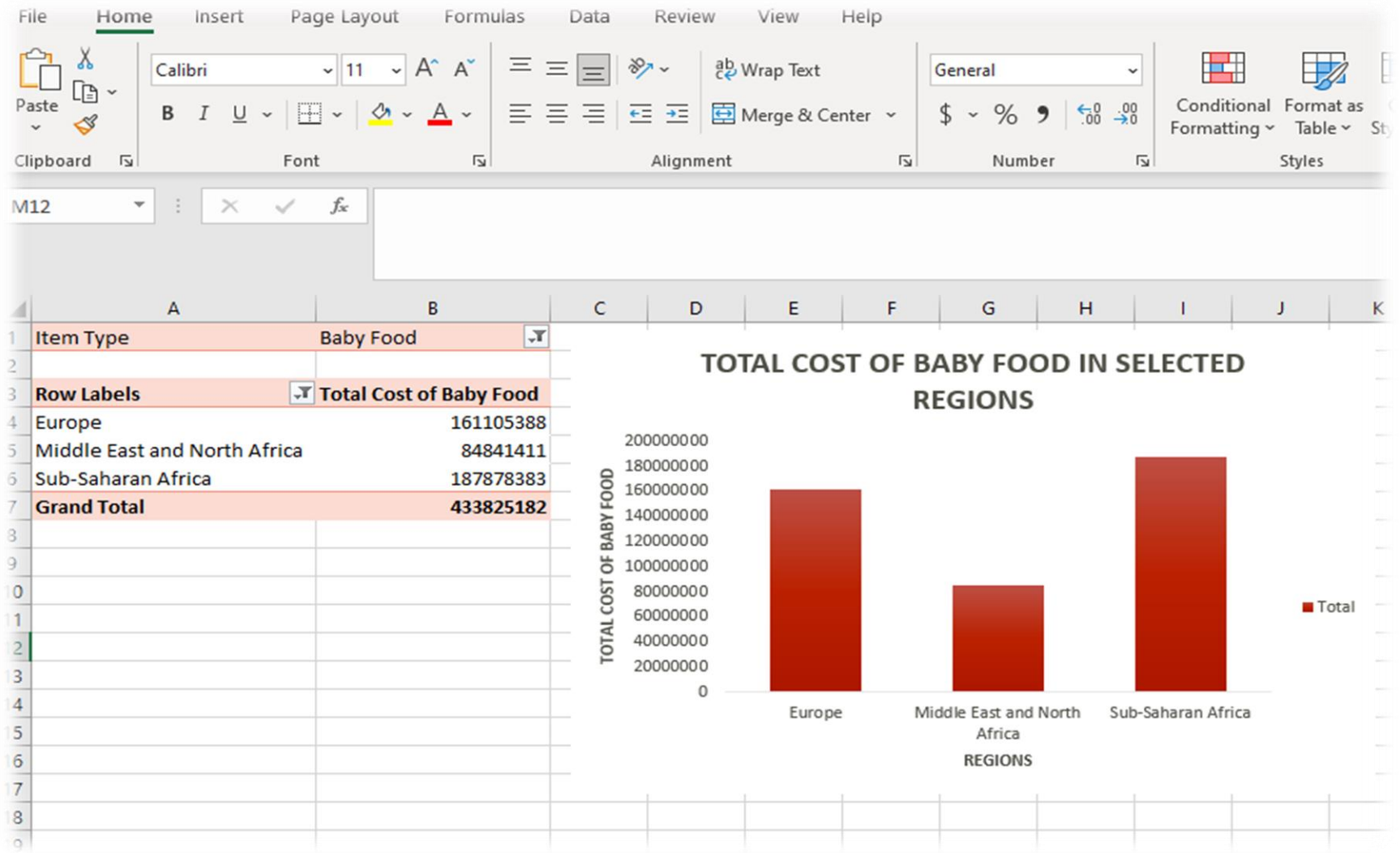
2. Who are the top 5 and bottom 5 countries based on profit?



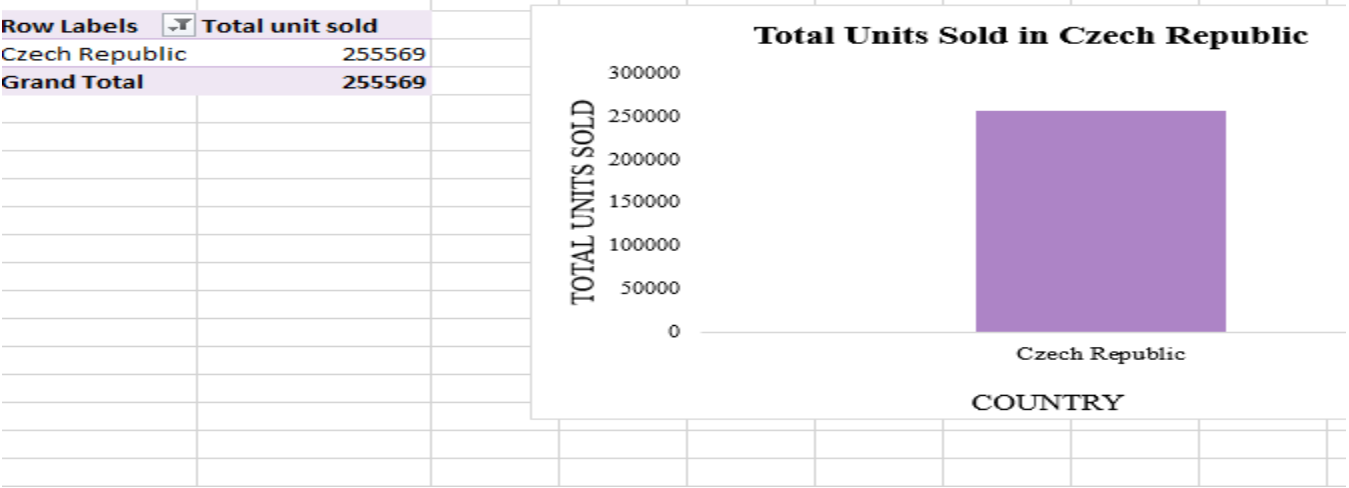
3. Display in a line chart the revenue by region across years. What was the difference between the highest and the lowest region?



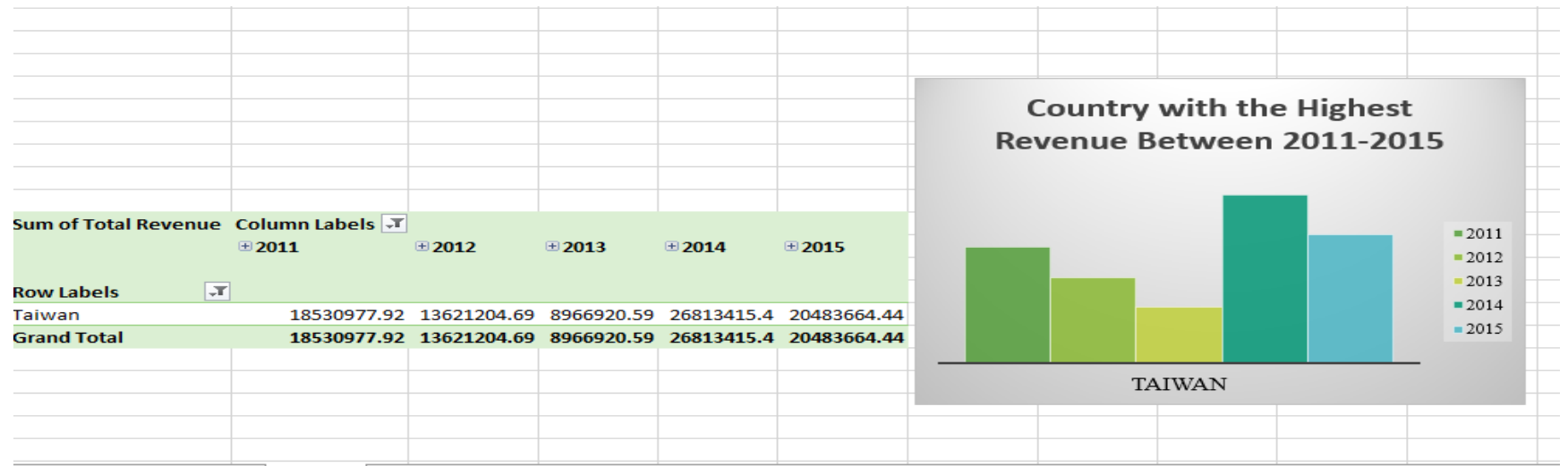
- Compare the total cost of baby food items purchased by Africans and Europeans.



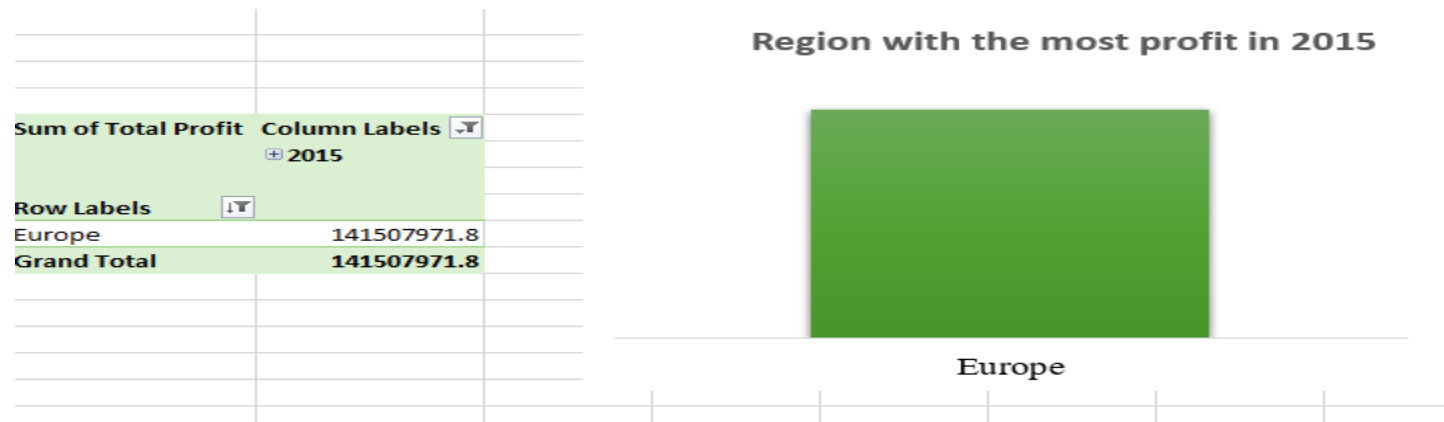
5. How many units of office supplies were soled to the Czech Republic?



6. Which country brought in the most revenue between 2011- 2015?



7. Which region was the most profitable in 2015?



8. Which country ordered the most item and which item did they order most?

Country	Count of Units Sold
United Kingdom	72
Lithuania	72

Country	Count of Units Sold
Lithuania	11
Fruits	11
United Kingdom	9
Cosmetics	9

- Lithuania and United Kingdom ordered the most items in the dataset (72). While Fruits (11) were the most ordered item in Lithuania, Cosmetics (9) were the most ordered item in the United Kingdom.*

9. Which region and in turn country was the least profitable through the online sales channel? Give hypothetical reasons why you think they performed poorly through this channel?

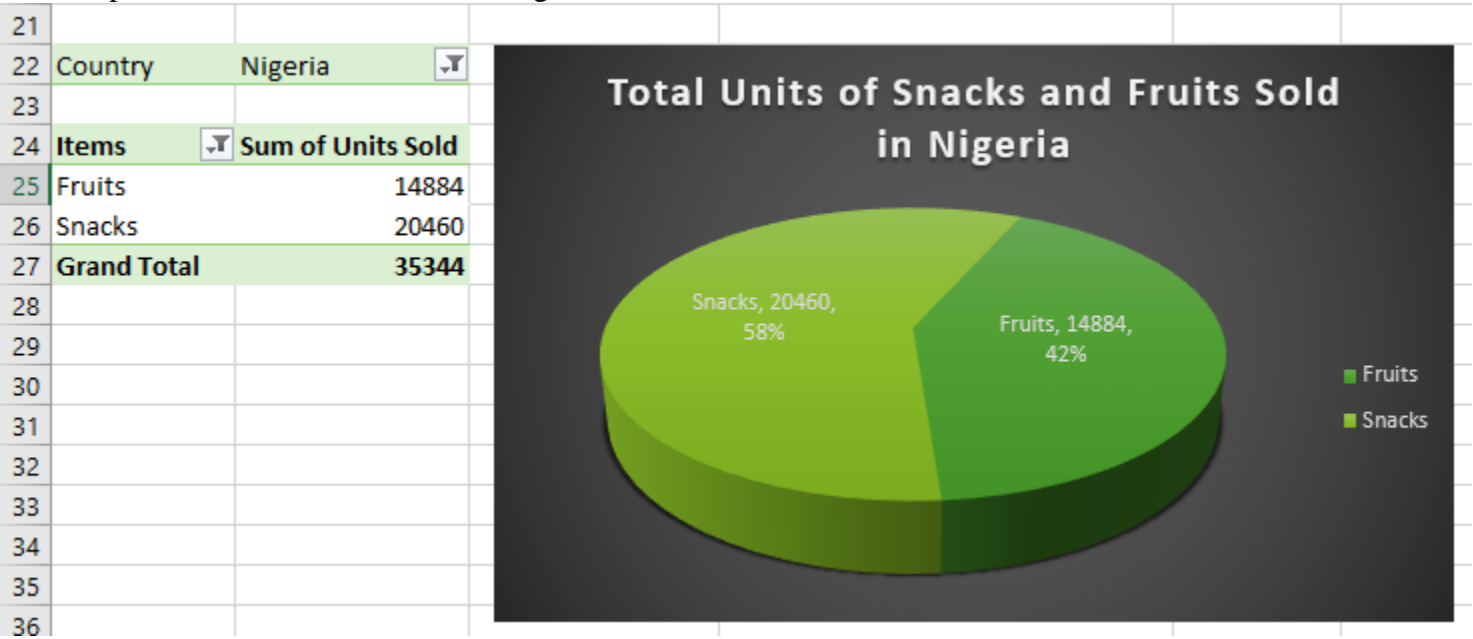
7		
8	Sales Channel	Online
9		
10	Country/region	Sum of Total Profit
11	Malaysia	5246116
12	Asia	5246116
13		
14		
15		

- Studies show that about 74% of transactions in Southeast Asian countries like Malaysia are characterized by cash on delivery payments characterized by cash for product at the time of delivery, which poses an increased operating cost for e-commerce providers. Since the Asian population accounts for about 90% of world population connected to the internet and is projected to account for more than 20 billion e-commerce revenue in the coming years, the company should investigate increasing its offline spaces in the Asian population that way cost of delivery is reduced, and the company will be able to reach more customers.

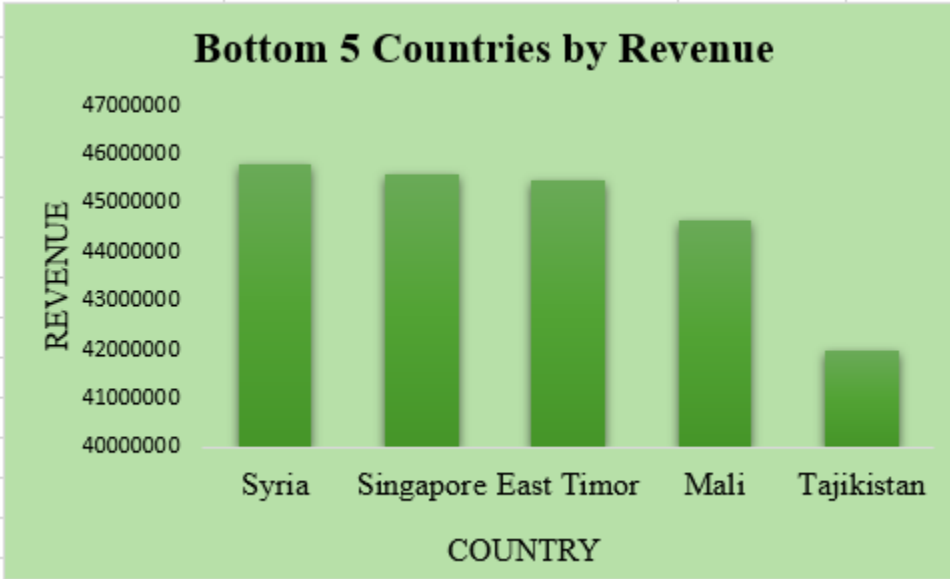
10. From which Asian country did we get the most profit in the beverages item type?

4		
5	Item Type	Beverages
6		
7	Row Labels	Sum of Total Profit
8	Taiwan	910238
9	Asia	910238
0		
1		

11. Compare the units of Fruits sold to Nigeria to the units of Snacks sold.



12. Looking at the data what can you advise the management to do to increase patronage from the bottom five countries?

[illegible]

***To increase revenue the business, the company should focus on customers which means studying the market location and their way of life. This would inform better advertising and marketing strategies. Analyze data on customer purchases and product preferences. Based on strategic plans, then develop targeted promotions to hit specific customers with ad messages and promotional offers. With the advances in technology, you're no longer limited to the physical listing. Listing your place on an online marketplace, a website or on social media can help you reach more customers. Retargeting customers helps in increasing the frequency of transactions. This is easier with email marketing tools such as MailChimp and Campaign Monitor. For the countries with higher revenue from physical stores than online, the company should consider opening more outlets especially where the customer base is huge like Singapore. This would make it possible for products to reach customers faster without the customer thinking about the extra cost implication for shipping.**

