



# ONLINE-RETAIL STORE

SALES ANALYSIS

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# INTRODUCTION

This project is a part of my virtual internship of Tata : Data Visualization, Empowering Business with Effective Insights, on Forage.

In this project I will be sharing some insights of online retail store's sales performance for the year 2011 and I'm going present valuable data findings to CEO & CMO for the enhancement of the market strategies for retail shop's sales performance.

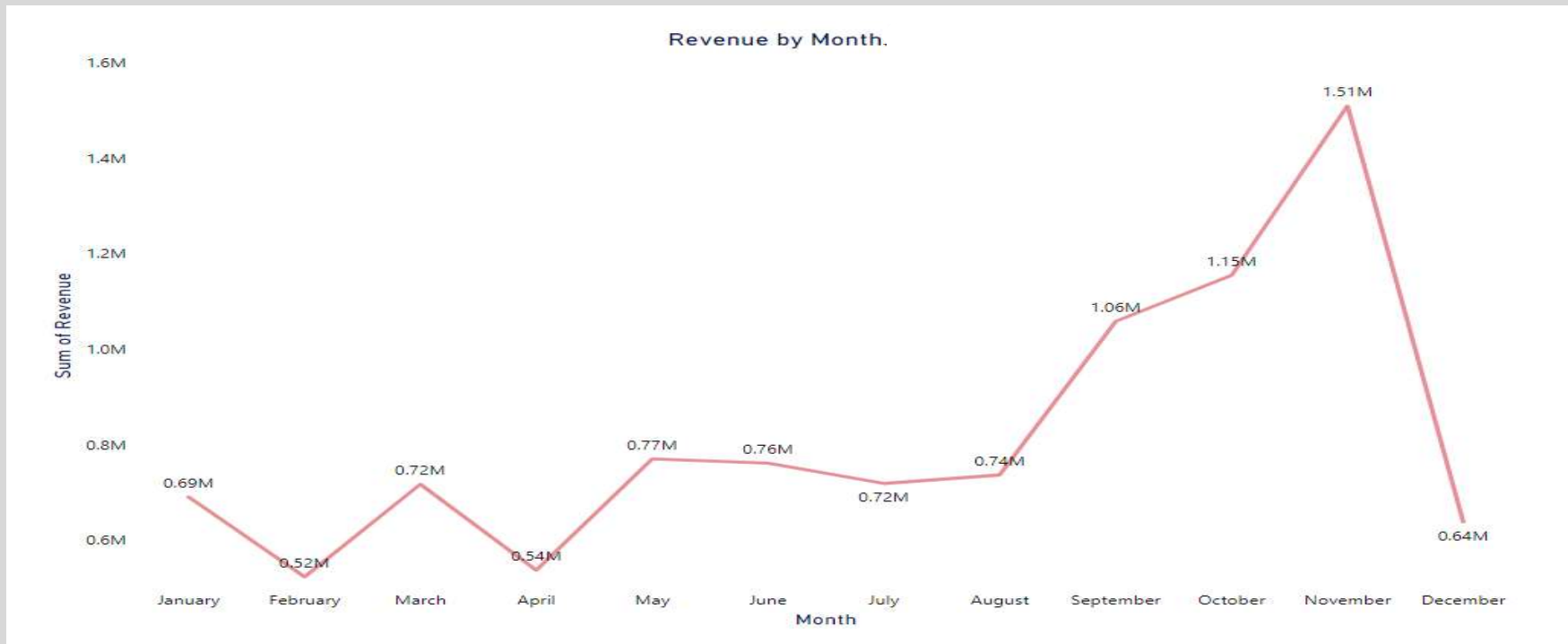
Worked on Data visualization for the understanding of Key-metrics, Major area to focus on, and data numbers that can be very crucial and essential for the sales growth.

# PROCESS

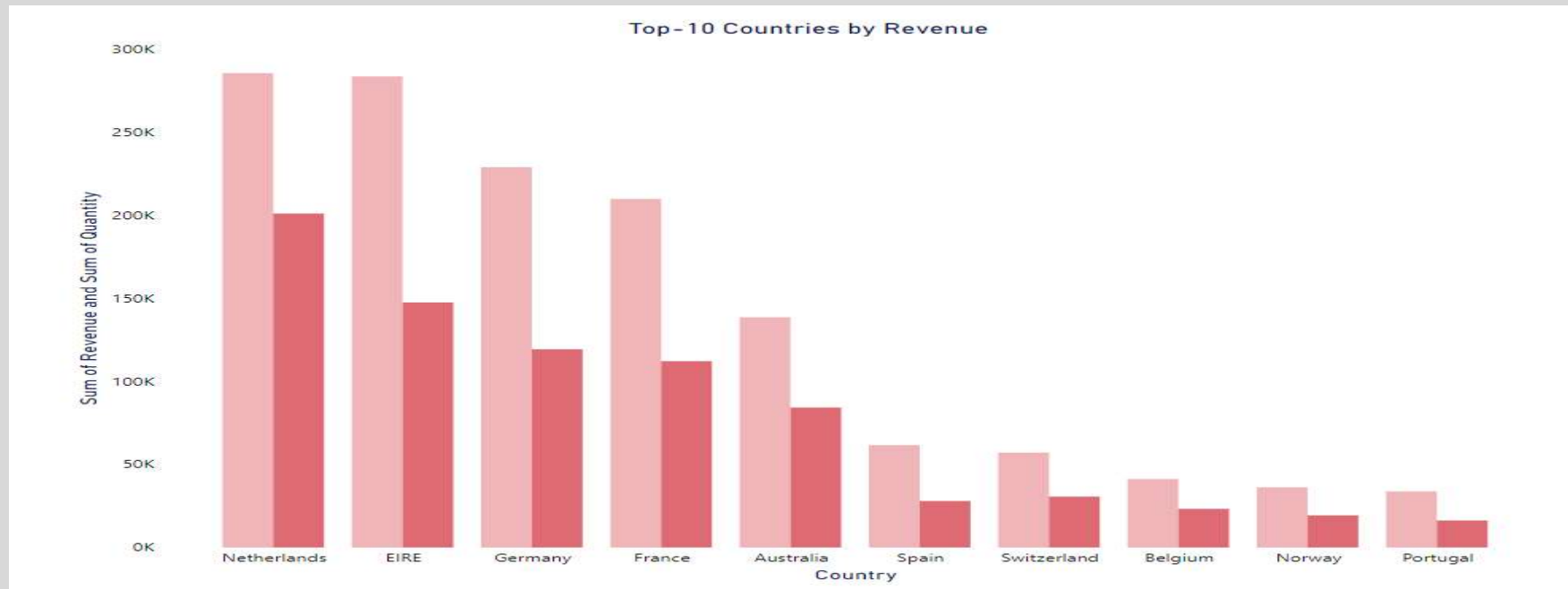
I cleared up the data by removing all the negative values in the Unit Price and Quantity columns and also filtered the data.

## Discovered some important Insights of the given Data :

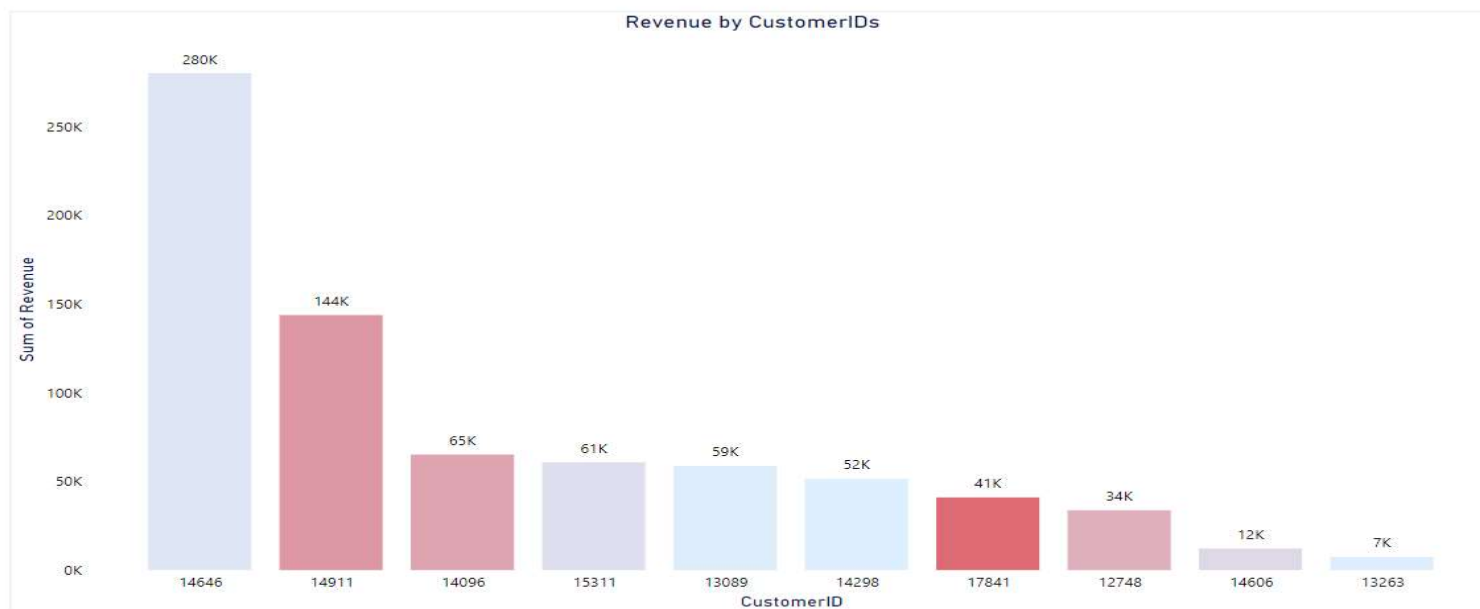
- The Top-10 Countries by their revenue.
- Insights about Monthly revenue for the year 2011.
- Top-10 Customers with different customer IDs.
- Map Visualization for different Regions.
- A Dynamic Dashboard to elaborate the Sales performance.



- The first 8 months had stable monthly revenue with an average of \$685,000.
- We had a significant increase in revenue from September with the revenue peaking at \$1.51 Million in November and an average of 21.8% increase in revenue from August to November.
- The revenue trend from August to December demonstrates how seasonality affects retail store sales.



- This chart shows the top 10 countries in revenue and the quantities except [The United Kingdom](#).
- There is no major differences between the revenue and the quality of goods sold in these countries, showing a high purchasing power in these countries.
- These countries represent regions with the highest potential to generate more revenue that management needs to focus more on in terms of marketing strategies.



- The chart shows that there is no major difference between the **top 10 customers** in terms of revenue generated.
- The average difference in **revenue** between the top 10 customers is **15.8%**.
- The company can aim to strengthen the relationship with these customers to increase customer loyalty and relation, and ultimately drive more sales and revenue for the company.



## REVENUE BY REGION

- The map chart showing the places that have produced the greatest revenue by comparing to those that have not.
- The map revealing 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** and **Asia**.
- The company can concentrate on the European market more and need to work on marketing strategies that will maximize sales from each country alongside **Australia** and **Japan**.



## Sales Performance Dashboard

Revenue by CustomerIDs



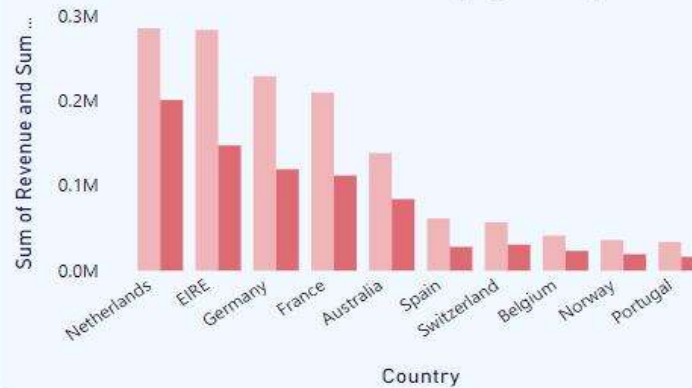
38

Total Countries

Revenue by Months



Revenue and Sum of Quantity by Country



10.64M

Total Revenue

2.05M

Total UnitPrice



# RECOMMENDATIONS

- The company should come up with strategies that aim at stocking and advertising seasonal products to maximize sales according to the demand.
- The company should look into the insights of products that are in high demand during low-sales months to boost the sales with market strategies.
- A deep analysis for the products which generate the good revenue for each region, this will be beneficial for the company's growth.
- The company should consider top revenue-generating customers to strengthen the relationship with these customers.
- The European market has more potential for growth and the company should aim at strategies that will increase its market positioning in the region.

THANK YOU