

# **INTRODUCTION**

Hello and Greetings to all. I am Deeksha Salame and I am here to share some insights of our company's sales performance for the year 2011 through this presentation.

I appreciate TATA Group for the opportunity you gave me to dive into in the data of store's performance.

Thanks to CEO & CMO for the questions asked to me and provide direction for the insights of the data.

So let's dive into the Data

# PROCESS

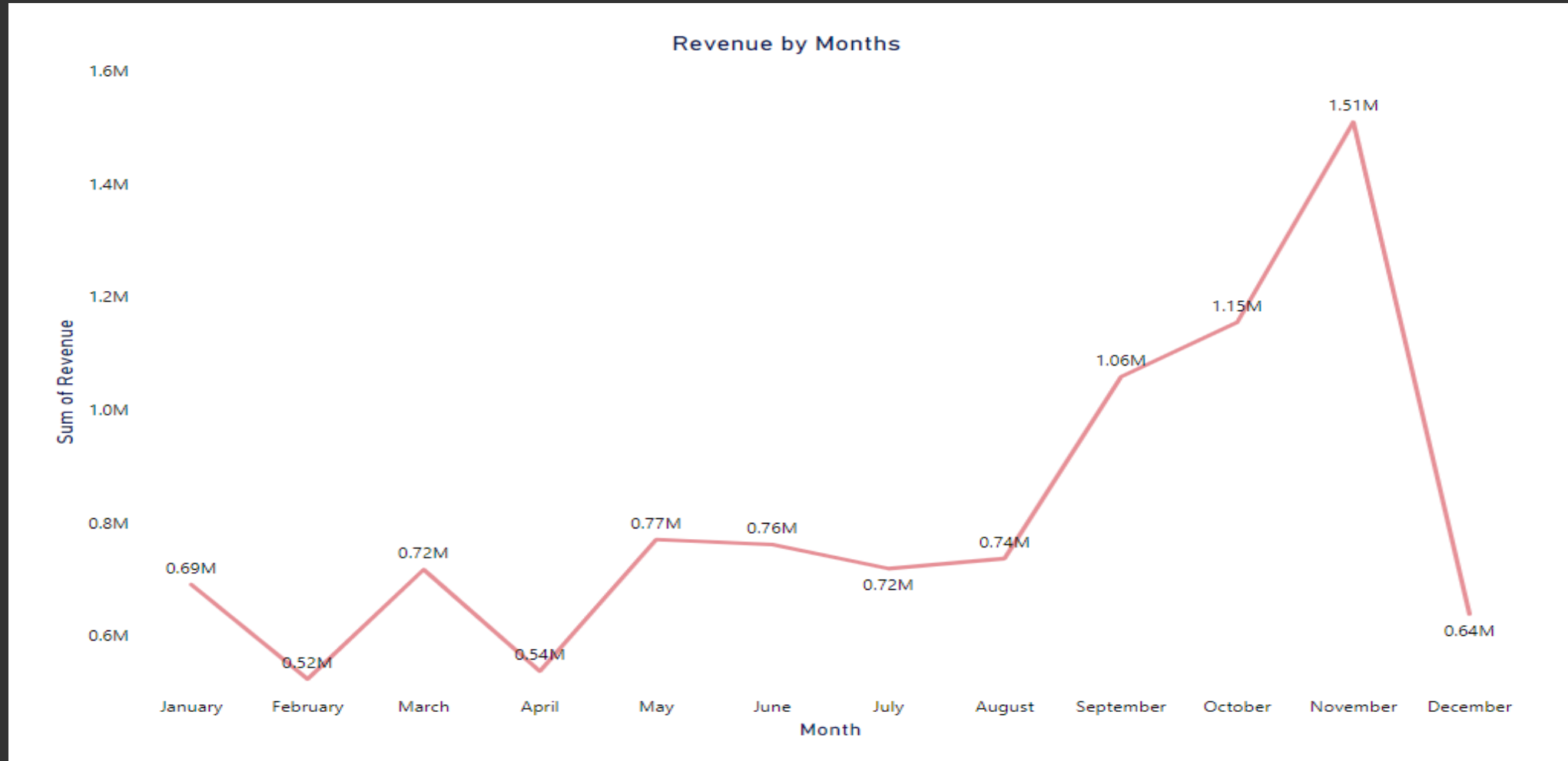
- I cleared up the data you provided by removing all the negative values in the Unit Price and Quantity columns and also filtered the data.

## 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.

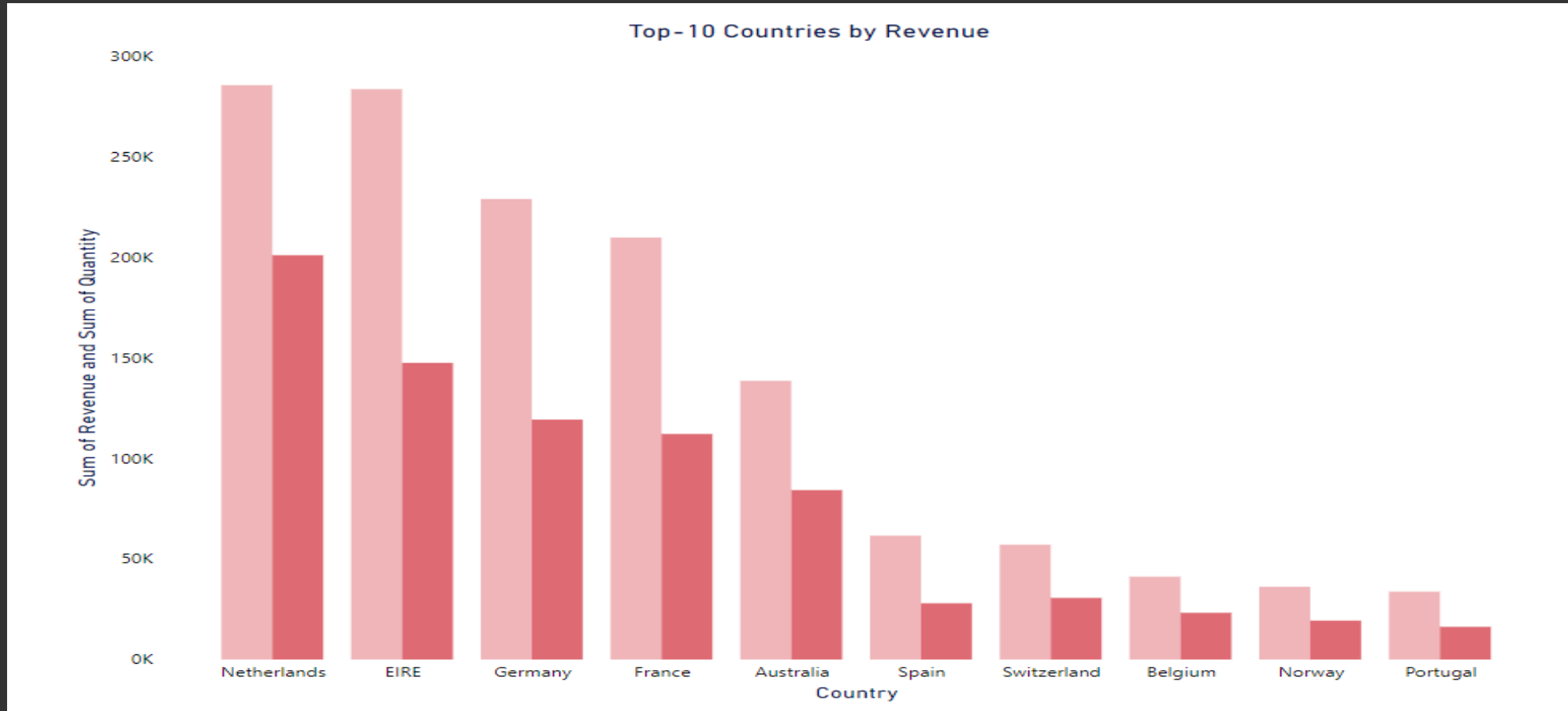
I used Microsoft Power BI for the visualization and Excel for removing the errors

## Revenue by month, 2011



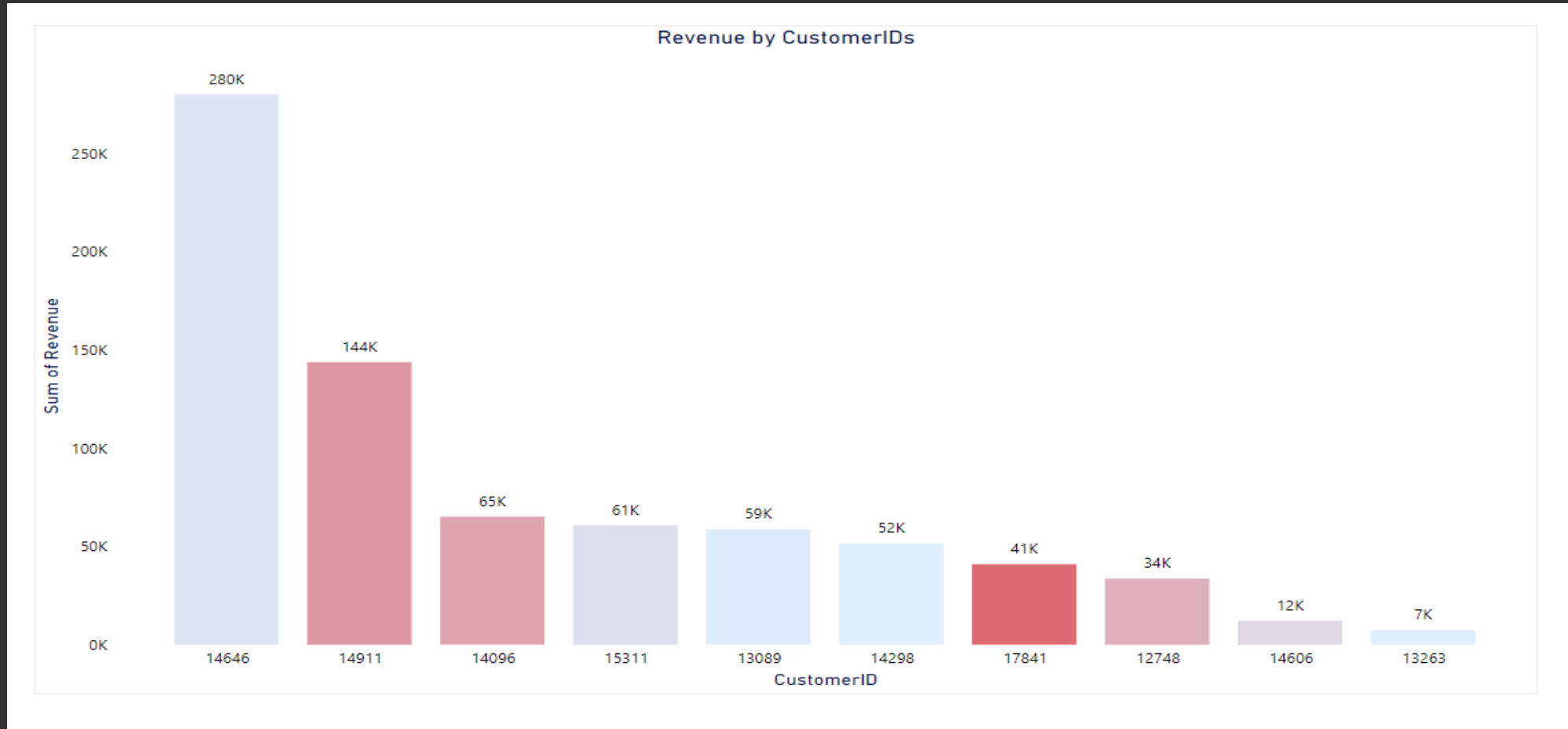
- The first 8 months had stable monthly revenue with an average of \$685,000.
- We had a significant increase in revenue from September with the revenue peaking at \$1.51 Million in November and an average of 21.8% increase in revenue from August to November.
- The revenue trend from August to December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

## TOP 10 COUNTRIES BY REVENUE AND THEIR QUANTITY



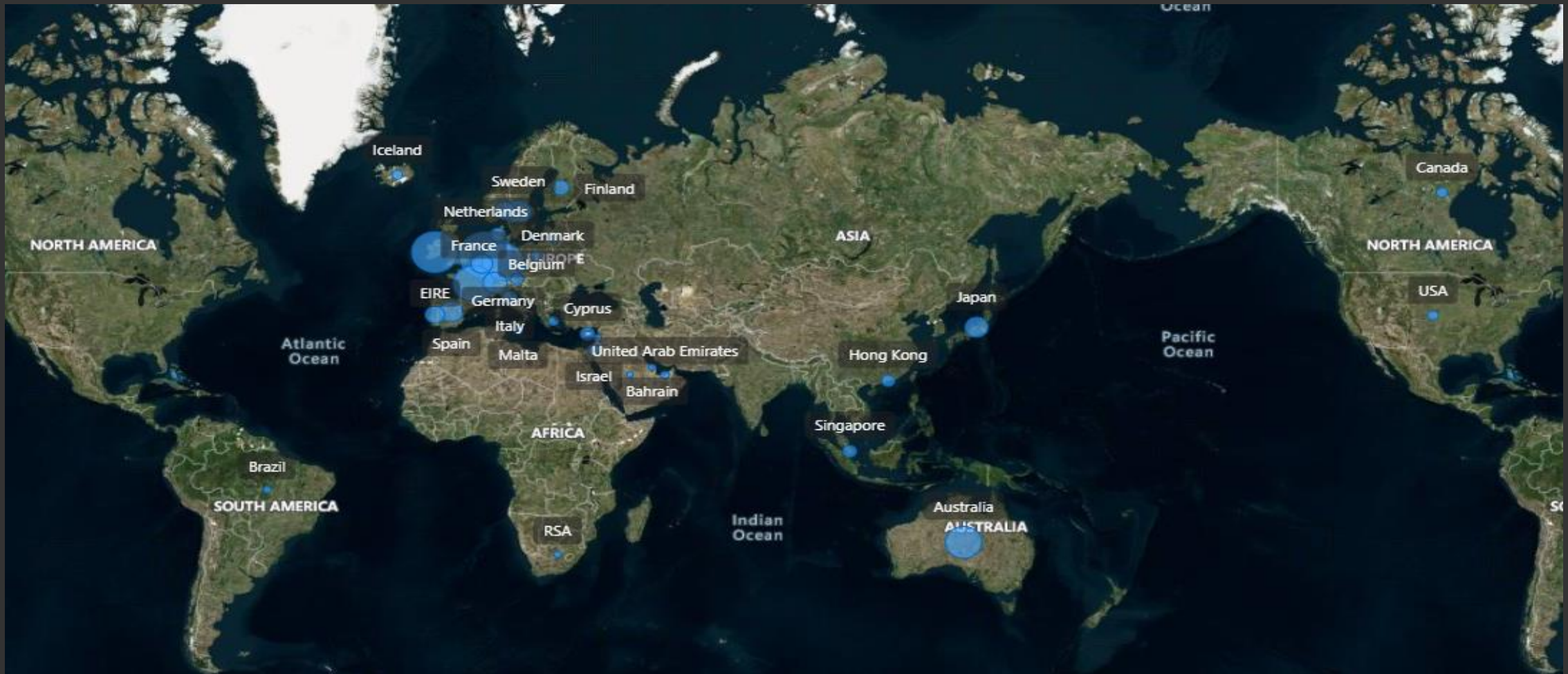
- This chart shows the top 10 countries in revenue and the quantities except The United Kingdom.
- There is no major differences between the revenue and the quality of goods sold in these countries, showing a high purchasing power in these countries.
- These countries represent regions with the highest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

## TOP 10 CUSTOMERS BY REVENUE



- 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 COUNTRY



- 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



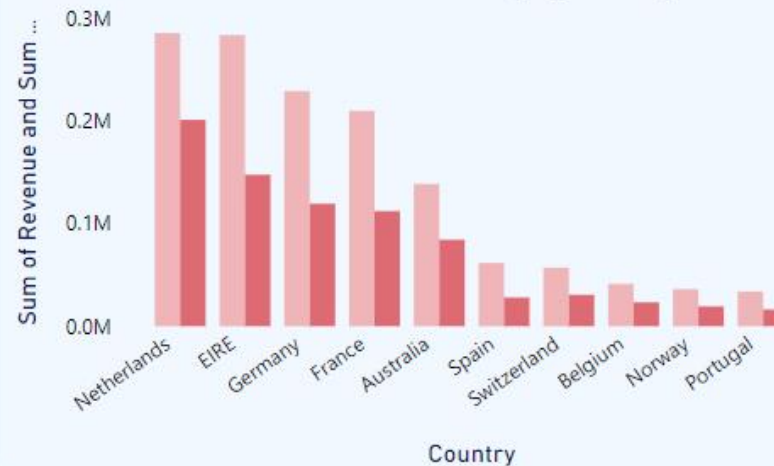
38

Total Countries

## Revenue by Months



## Revenue and Sum of Quantity by Country



10.64M

Total Revenue

2.05M

Total UnitPrice

- Made this Dynamic Dashboard by Microsoft Power BI which shows the Company's Revenue Analytics

# 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

ANY QUESTIONS?