

Tata Data Visualization Presentation

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Introduction

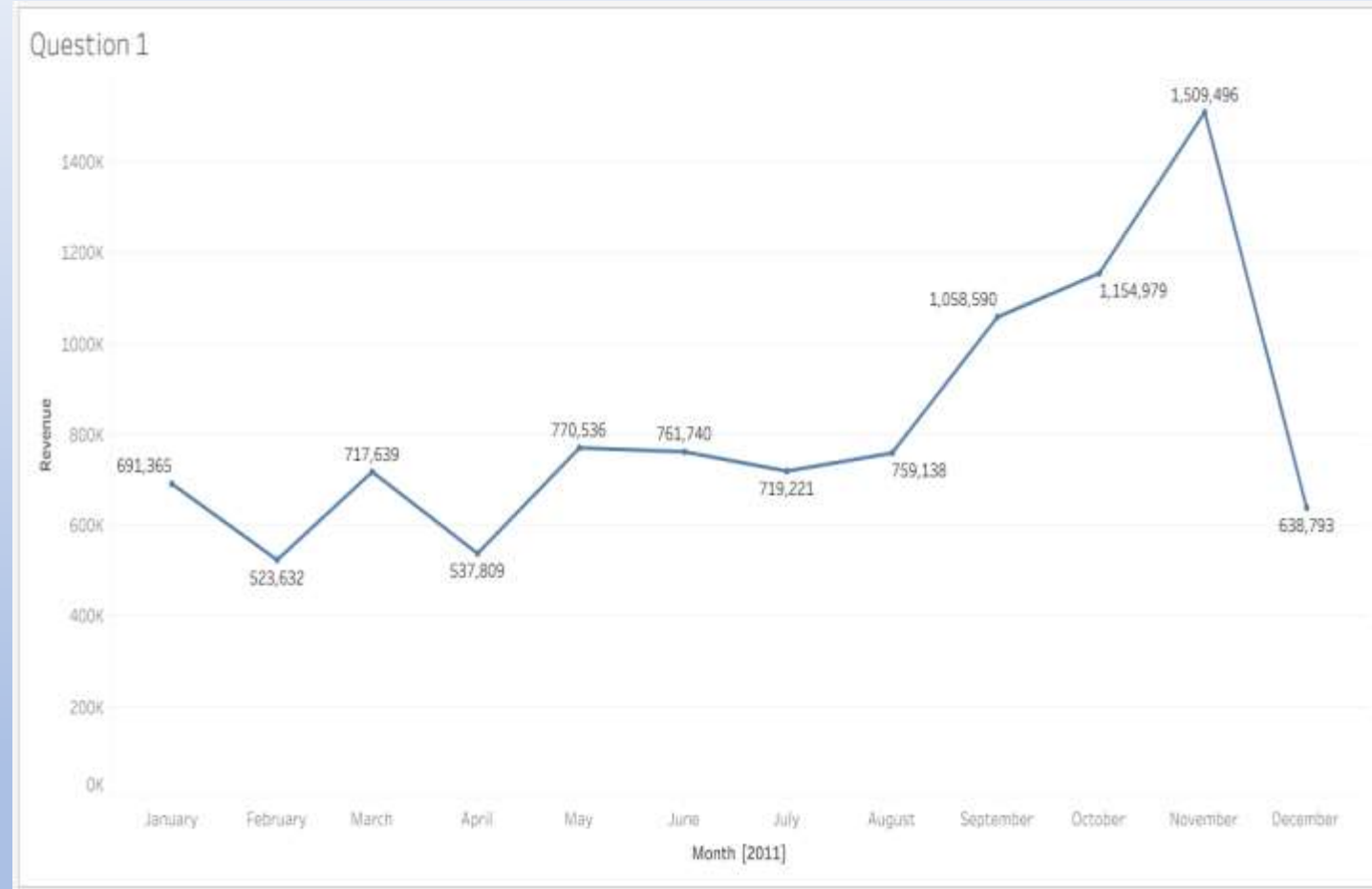
- The data included Customer ID, Country, Product description, unit price, and quantity, to mention a few.

Data Cleanup

- After I loaded the data into my software, I scrubbed any records that had negative quantities and unit prices, as these records needed to be removed to provide helpful analysis.

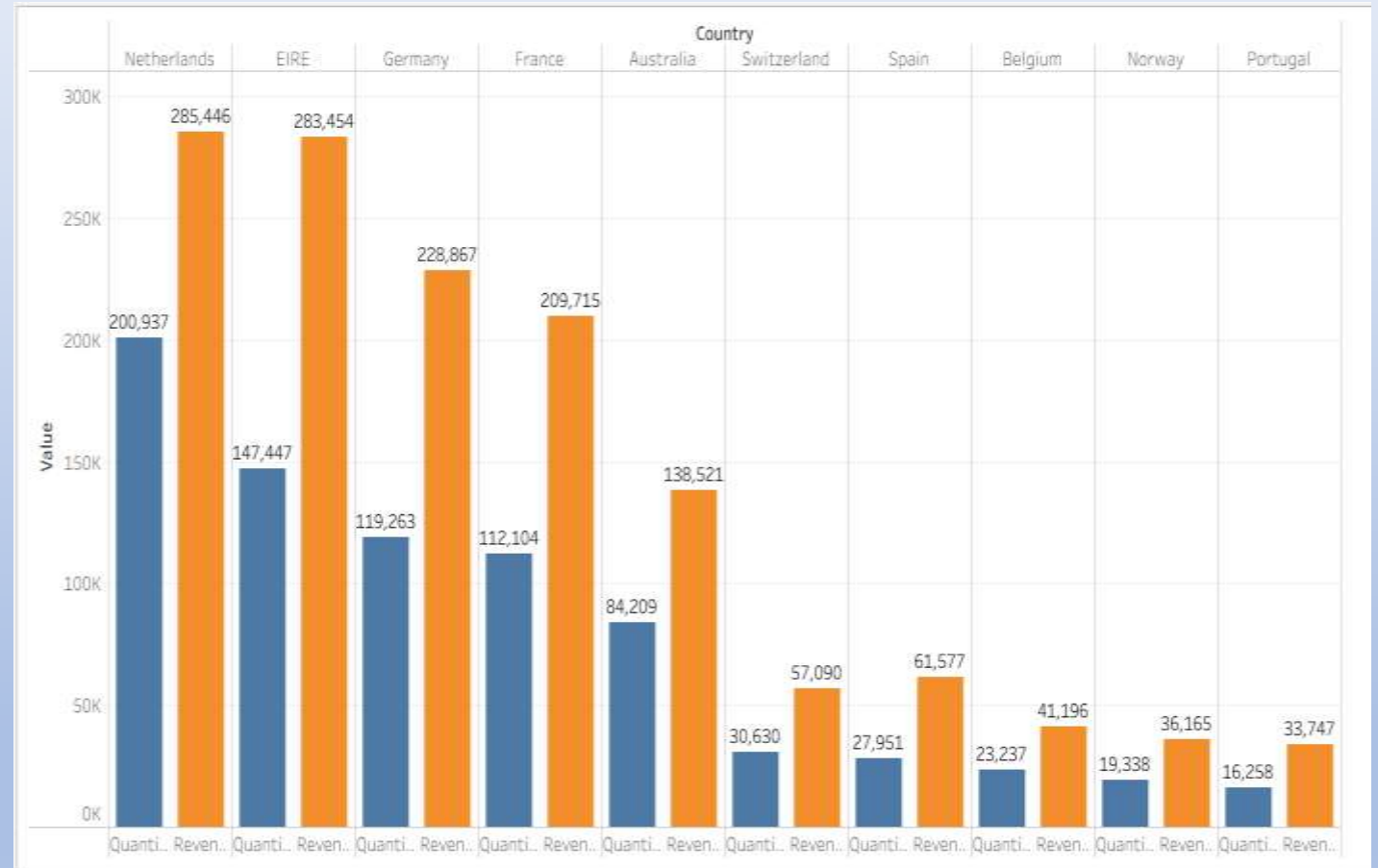
Revenue by Month

Our data shows November as the highest revenue month, likely due to seasonal demand. For leadership, this insight highlights an opportunity: by replicating November's successful strategies and preparing for seasonal spikes, the company can drive higher sales year-round and optimize resource allocation.



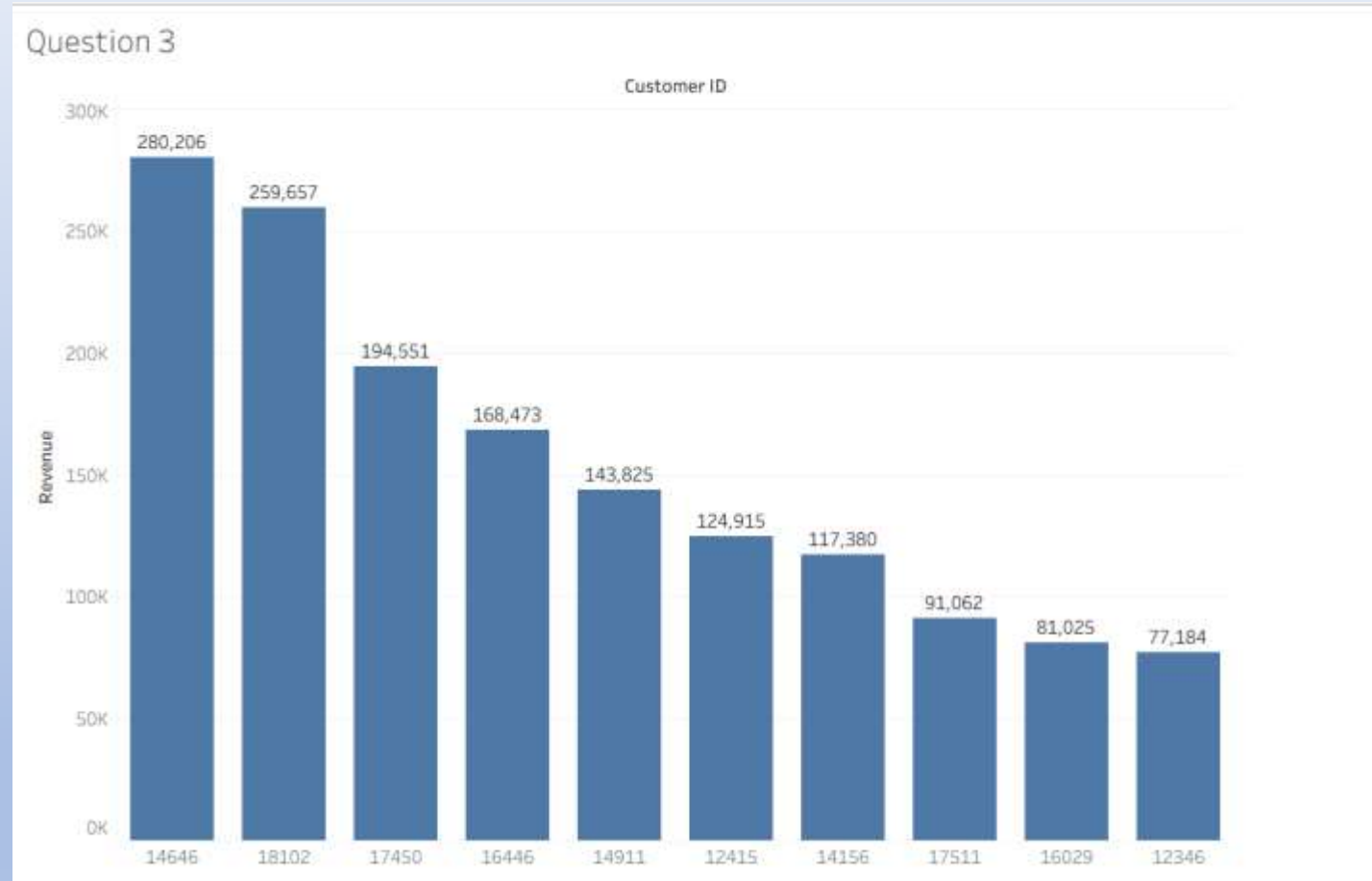
Top 10 countries by Revenue & Quantity

The Netherlands generated the highest revenue among all countries, making it a key market for the business. For marketing leadership, this presents both a priority to strengthen customer loyalty in the Netherlands and an opportunity to replicate successful strategies in other regions.



Revenue-generating Customers

Our revenue distribution shows a heavy reliance on a small group of top customers. While these high-value customers are critical, there's also an opportunity to strengthen retention strategies for them and grow revenue contributions from mid- and lower-tier customers to reduce concentration risk



Countries with the greatest demand

Demand is concentrated in specific countries and regions, signaling where customers are most engaged. For leadership, this insight highlights opportunities to prioritize investment, optimize supply chains, and tailor marketing campaigns to capture and expand market share in these high-demand areas.



Conclusion (What does all this mean for the company and what should leadership do next?)

- To conclude, our analysis highlights where we're strongest and where opportunities lie. November continues to be our highest revenue month, pointing to seasonality we can leverage. The Netherlands stands out as our top market, while a small group of customers generate most of our revenue — an area of both strength and risk. Demand is concentrated in specific countries and regions, showing us where to focus growth.
- For leadership, this means the CEO can prioritize operational readiness and customer diversification, while the CMO can focus on maximizing marketing impact in high-performing regions and building loyalty with top customers. Together, these steps position us for sustainable growth

THANK YOU