

# Storytelling with Data – Combining Analysis & Visualizations

Analyzing an actual UK E-Commerce Dataset -> By Frederick Zoreta

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# PART 1: Fundamental Analysis- >Data Story Telling – Visualizations & Analysis



## Top 10 Countries By Sales

A simple Bar Graph that shows  
TOP 10 nations per Sales  
Performances



## Top 5 Products Per Unit Price

A Bar Graph  
Shows Top 5 Products  
Utilized Pivot Tables for analysis



## Top 5 Products Per Sales Count & Point Ranges

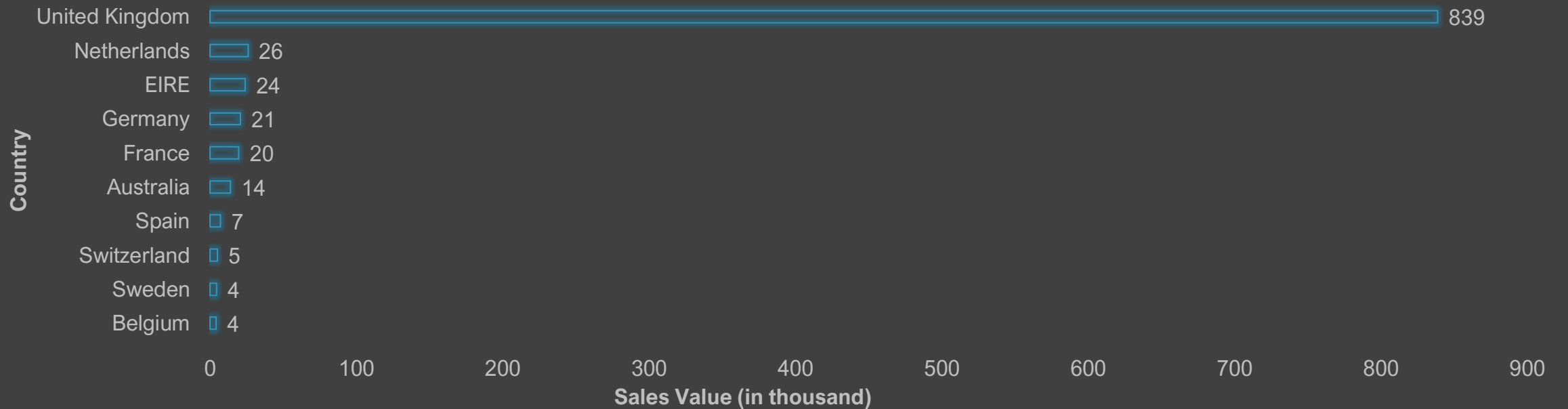
Similar bar graph to dataviz 2  
includes similar data

# This is a 2- Part Report

- ◆ First Part : 3 Bar Chart Visualizations that answers basic questions regarding product sales and performances per country
- ◆ Second Part : 2 Business-based Questions that are supported by graphs and findings from part 1. Focus on Top Paying Customers Per Nation

# What are the TOP 10 Countries: Sales Performance

Top 10 Countries by Sales



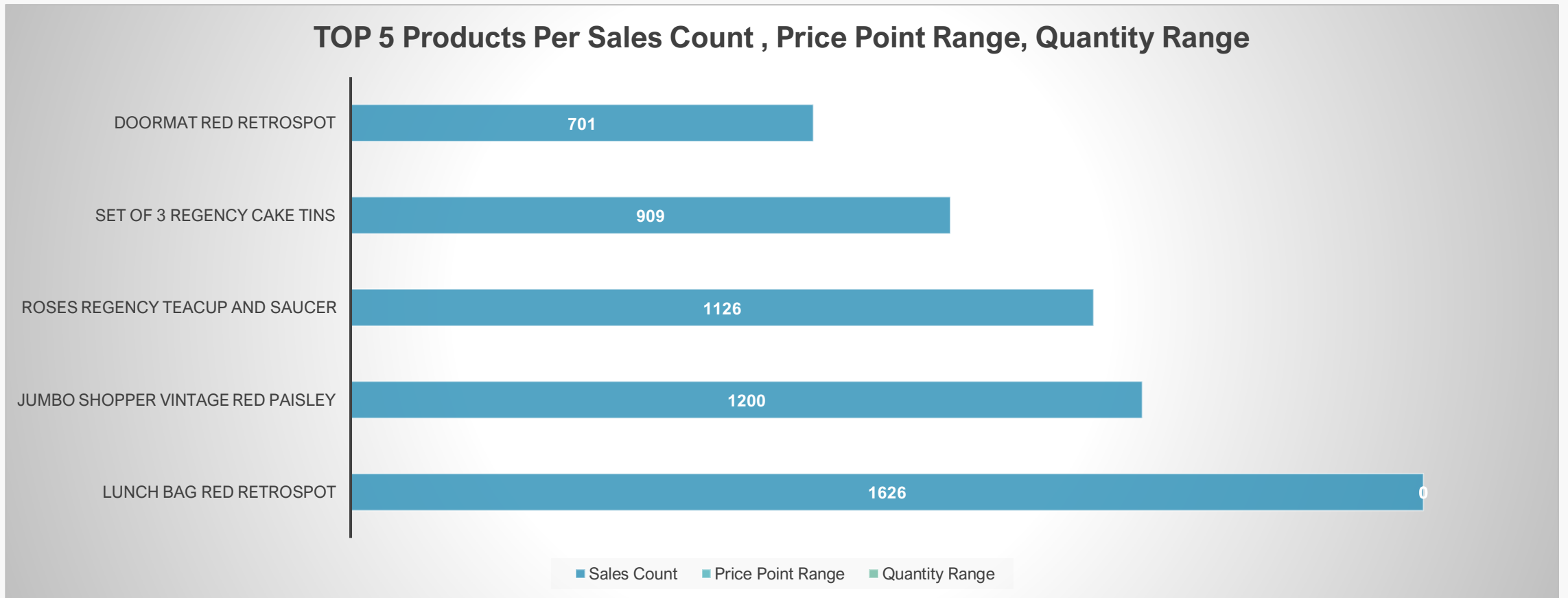
# Explanation of Dataviz # 1: Top 10 Nations By Sales Performance

- ◆ The bar graph clearly shows that United Kingdom tops the list with 839
- ◆ Germany has 21 , while Sweden and Belgium were tied at the bottom with 4
- ◆ France had 20 , while Australia had 14





# Dataviz # 2: Top 5 Products Per Sales Count





## Explanations of Dataviz # 2

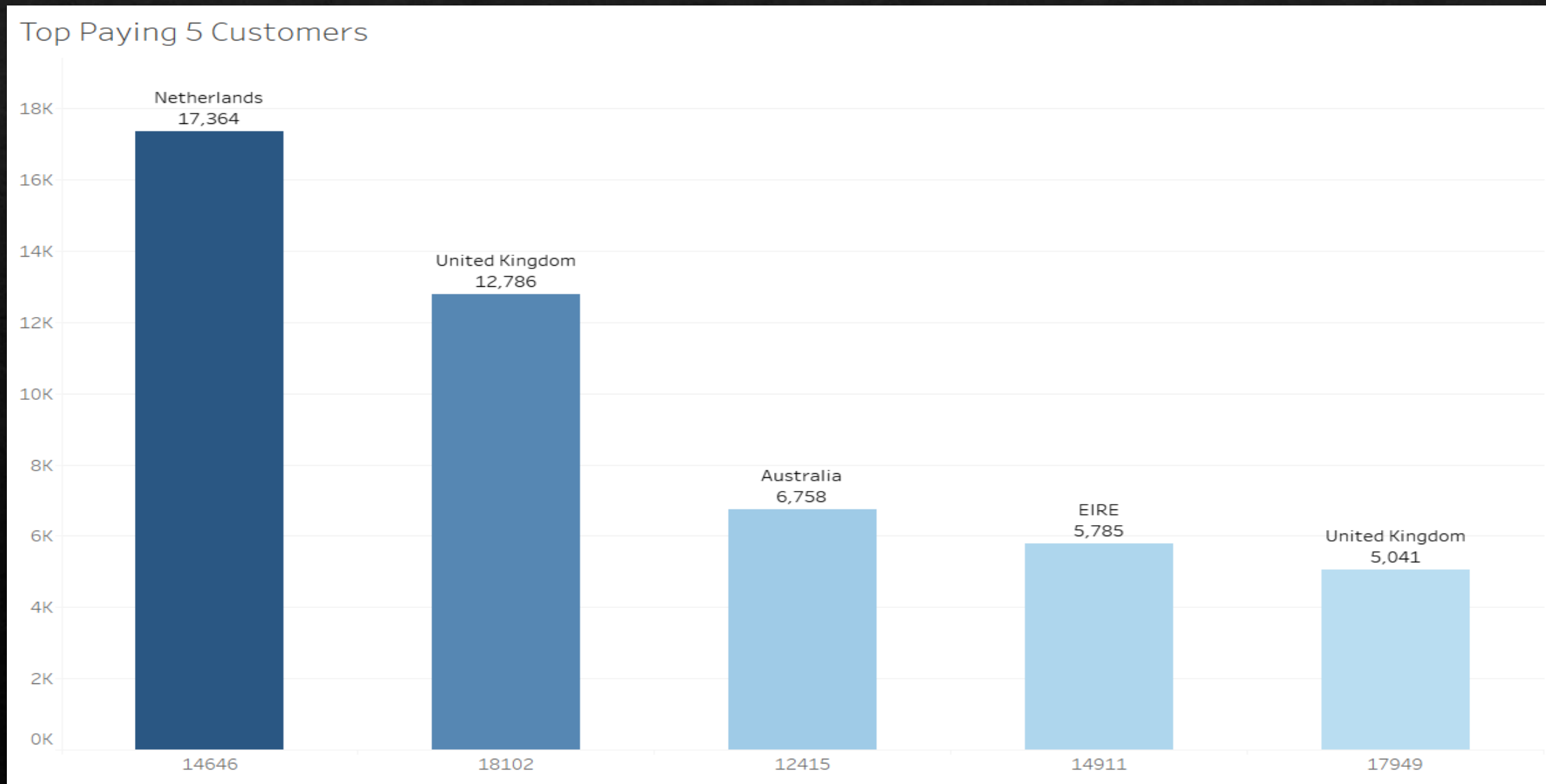
- ◆ The top 5 products were:
- ◆ 1. Red Lunchbag Retrospot - >1,626
- ◆ 2. Jumbo Shopper Vintage Red Piasley - > 1,200
- ◆ 3. Roses Regency Teacup & Saucer - > 1,126
- ◆ 4. Set of 3 Regency Cake Tins - > 909
- ◆ 5. Doormat Red Retrospot - > 701



PART 2: DEEP DIVE INTO BUSINESS USE CASE  
QUESTIONS - > TOP 5 Paying Customers Per Country  
& ID



# The Top 5 Paying Customers with their respective countries and Customer ID



# The Top Paying Customers – Per Country.

- ◊ It is NO SURPRISE that majority of the top paying / high spending customers were from UK. The data set is from a UK retailer.
- ◊ But since there are presence of sales activities from other nations like Holland & Australia, would there be any further contributing factor?
- ◊ Our TOP Paying customer is Dutch (#14646), similar to the prior dataviz, further UX/CX research would show why there is such a high activity of sales.
- ◊ Customer 12415 is Aussie and had a high sales activity.
- ◊ Some points to ponder would be: is geo location a factor? Is having some form of business activity within their range a factor in them having high sales activities?

# FINALE – More Research is Highly Recommended

- ◆ Based on both parts 1 and 2, we have definitely mined very important factors regarding sales activities. Being a UK based retailer, it is not surprise that the TOP performing nation is ... UK!
- ◆ Based on the Tableau data, we have looked deeper into the TOP paying customers. I'm a strong fan of using UX and CX based research that could not be further answered by our structured ( tabular) data set.
- ◆ Further research into how can North America possibly function well and be active in the sales activities? Or do the North American market prefer to have a US or Canadian based retailer? ( this is VERY HIGHLY possible).