Basket Data Per Country

Basket Data Per Country

avg_basket_amount (USD) —— avg_basket_size
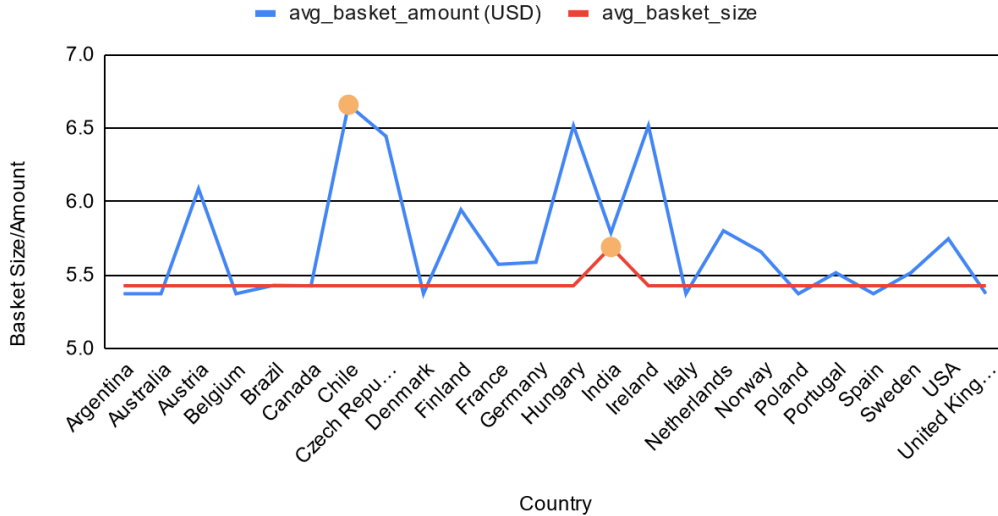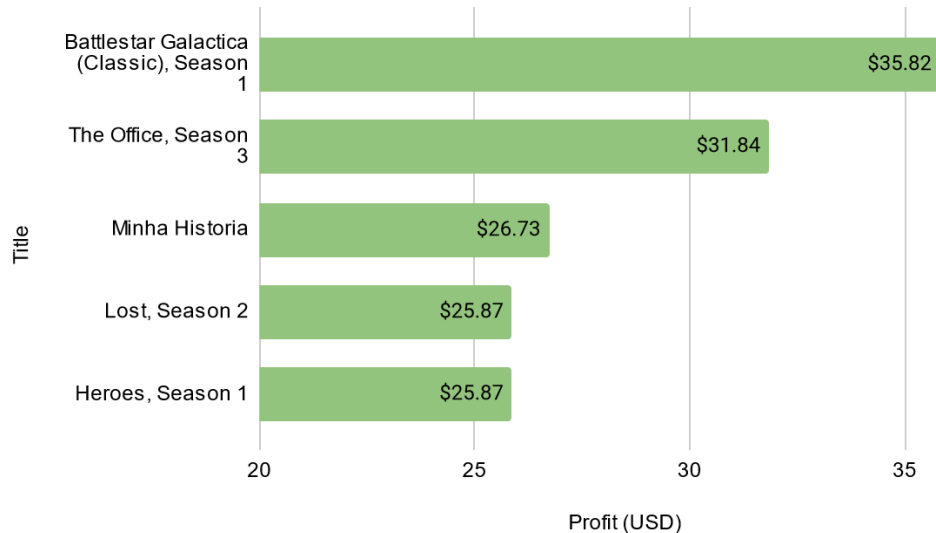
We can see that Chile peaks on order amount hence we can use more marketing campaigns to encourage more orders, while India is going for biggest value for least amount so we might want to stock cheaper items there.

Top 5 Most Profitable Albums
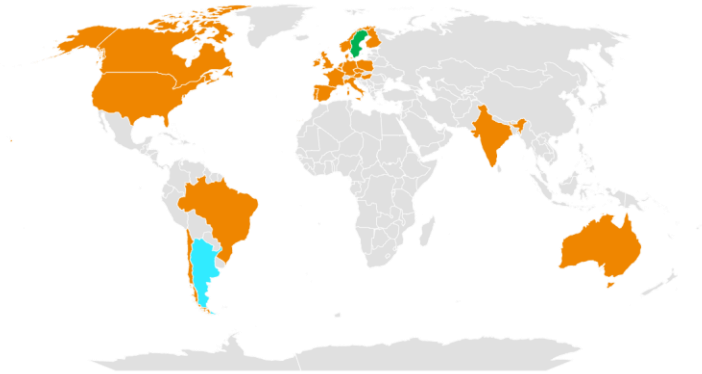
Top 5 Most Profitable Album

Battlestar Galactica (Classic), Season 1 tracks are the most profitable album, and considering they are Dwight's favorite, it is understandable that The Office came in 2nd place. This can indicate that selling them in a package might increase sales.

Music Taste Per Country

Music Taste Per Country
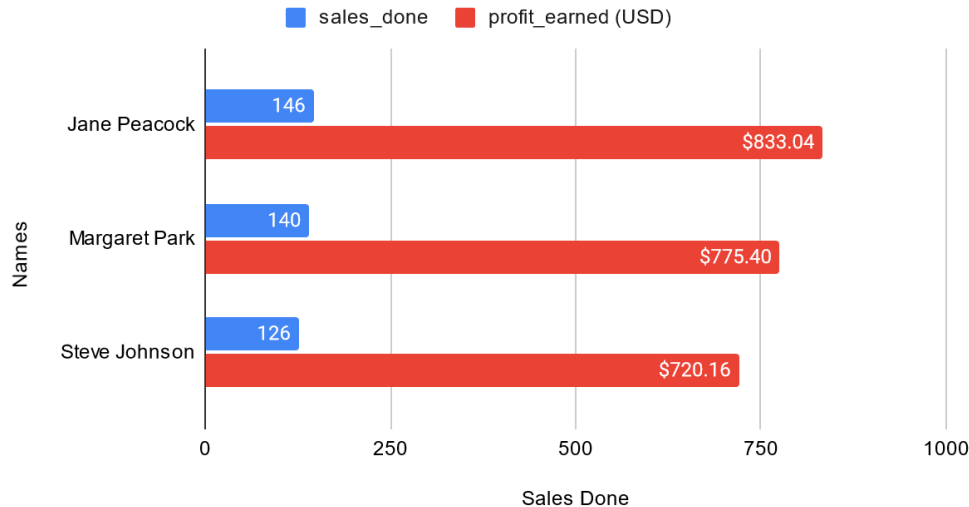
- Alternative & Punk
- Rock
- Latin

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We can deduce that Rock is the most popular genre in most countries (heat map based on count) and we can use this graph to target the shown genres to increase profit.
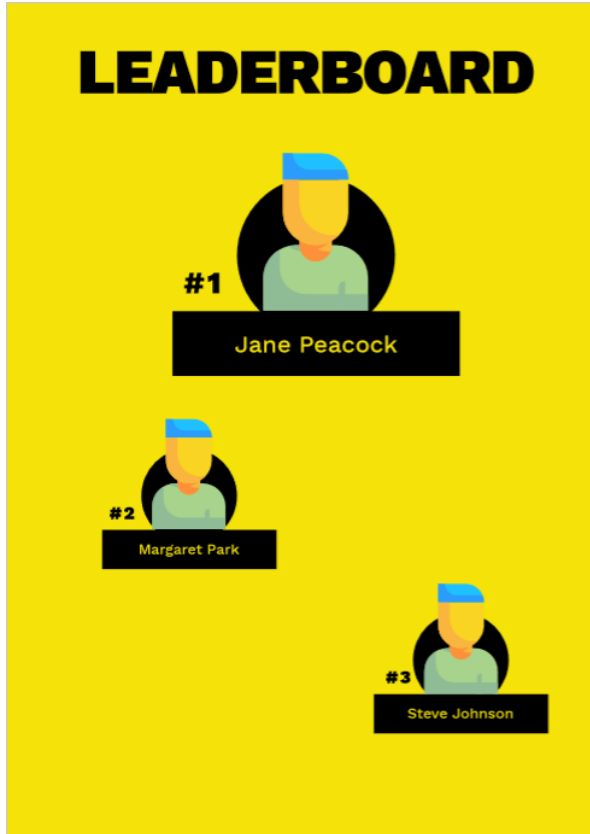
Most Valuable Employee

Employee Performance

The graph shows the performance of current sales agents. Since all the invoices data start in 2009, the hiring date doesn't create an unfair advantage for any employee and so it has been disregarded.

Most Valuable Employee

Congratualtions to the winners!

Keep it up!

Extra slide done on https://edit.org

Thank You!