

# Script for the presentation to CEO and CMO

Good afternoon, esteemed CEO and CMO. Today, I'm thrilled to share with you the insights we've uncovered through our recent data analysis efforts, focusing on our business performance and strategic opportunities.

## **[Slide 2: Data Clean-up Process]**

Before diving into our findings, let me walk you through our meticulous data clean-up process. We began by importing our dataset into Tableau Public and identified issues such as negative quantities and erroneous unit prices. To ensure accuracy, we applied filters to remove such anomalies and created a calculated field for revenue.

## **[Slide 3: Key Metrics Overview]**

Our analysis revealed compelling metrics that provide a snapshot of our performance between 2010 and 2011. We observed a total quantity sold of 5,660,979 units, generating \$10.6 million in revenue. After deducting a cost of goods sold amounting to \$2.1 million, our total profit stood at \$8.6 million.

## **[Slide 4: Geographic Insights]**

Exploring sales by country, we discovered that our top performer was the Netherlands, contributing \$285K in revenue and purchasing 201K units. This highlights the potential for expansion in this region to further capitalize on demand.

## **[Slide 5: Customer Analysis]**

Delving into customer data, we identified Customer ID 14646 as our highest revenue generator, accounting for \$280K in sales. Strengthening our relationship with this customer through personalized incentives and exceptional service is crucial for sustaining revenue growth.

## **[Slide 6: Addressing Sales Trends]**

Our analysis also uncovered fluctuations in sales, particularly in February and April, suggesting potential challenges during these months. Investigating the underlying causes and implementing targeted strategies can help optimize sales performance throughout the year.

### **[Slide 7: Recommendations]**

Based on our findings, I propose the following recommendations:

- Expansion in Netherlands: Initiate plans for opening more stores in the Netherlands to leverage growing demand.
- Marketing Focus on Japan and Sweden: Implement targeted marketing campaigns in Japan and Sweden to stimulate sales.
- Customer Relationship Management: Prioritize personalized support and incentives for high-value customers like Customer ID 14646.
- Address Low Sales Months: Investigate and address factors contributing to lower sales in February and April to optimize performance.

### **[Closing Slide: Thank You]**

Thank you for your attention. These insights provide a roadmap for strategic decision-making and growth. I'm eager to discuss any questions or further insights you may have.