TATA PROJECT FINDINGS

* I downloaded the online retail data. Before beginning the analysis, I made sure that data was cleaned properly. I removed all the bad data where quantity was below 1 and price was below 0. I also removed null items.
* The line chart shows that More opportunities in the second half of the year.
* Side by side chart shows that Most lucrative opportunities in the Netherlands, Ireland, France, Germany and Australia; these countries have the highest quantity sold and revenue.
* The leadership should expand business in these countries.
* Vertical Bar Chart shows that Top 5 customer IDs are 14646,14911,14096,15311,13089
* The map Chart shows high demand in European countries
* In Asia, there is moderate demand in Hong Kong and Singapore
* I also did some extra analysis,in which I found out.
* Regency Cakestand was the highest revenue-generating item. White hanging T-light holders and party buntings also had high demand
* Jumbo Bag from Red Retrospot had the highest sales.White hanging T-light holders and Lunch Bag from Red Retrospot also had high sales.
* Lowest Sales items included Orange Felt Vase, Multi-strand necklace, Funky Monkey Mug, Pink Daisy Necklace
* The filled map chart shows that apart from the Base UK,there are high number of customers in France, Spain, Netherlands, Germany and Ireland.

**Conclusion**

* The business can have offers and discounts during the second half of the year, as there is high demand.
* There are lucrative opportunities in Netherlands, Ireland, France, Germany and Australia.
* The leadership should expand business in these countries. If they want to target a different continent, Australia is an option, as it gives considerable revenue
* The business currently doesn’t flourish in Asia, so the marketing has to improve to target Asian countries.
* We can do away with necklace products, the sales and customer feedback are not very encouraging.