



TATA DATA VISUALIZATION: EMPOWERING BUSINESS WITH EFFECTIVE INSIGHTS

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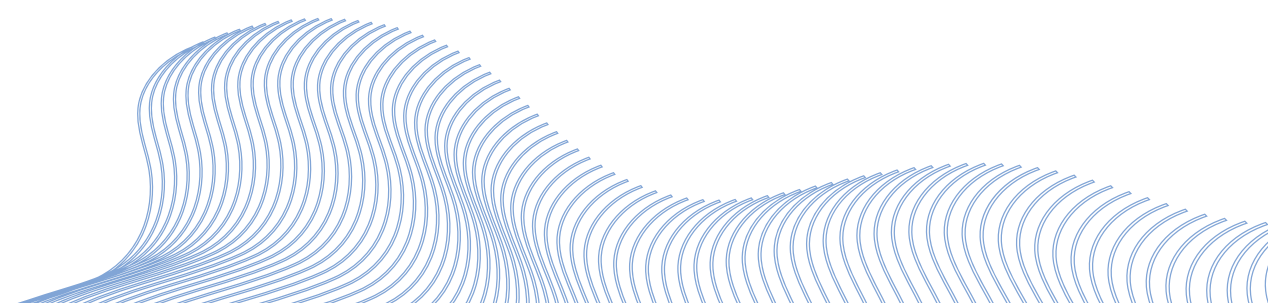
INTRODUCTION



Hello, everyone. In this presentation, I'll guide you through our company's sales performance in 2010 and 2011.

I'm grateful for the opportunity to explore this data and discover valuable insights about our sales.

Thank you for your questions, which help provide a general direction for the kind of insight you are seeking from this analysis



THE PROCESS

1

Assurance of Accuracy:

I want to assure you that I've taken every required step to guarantee the accuracy and correctness of this analysis.

2

Data Cleaning:

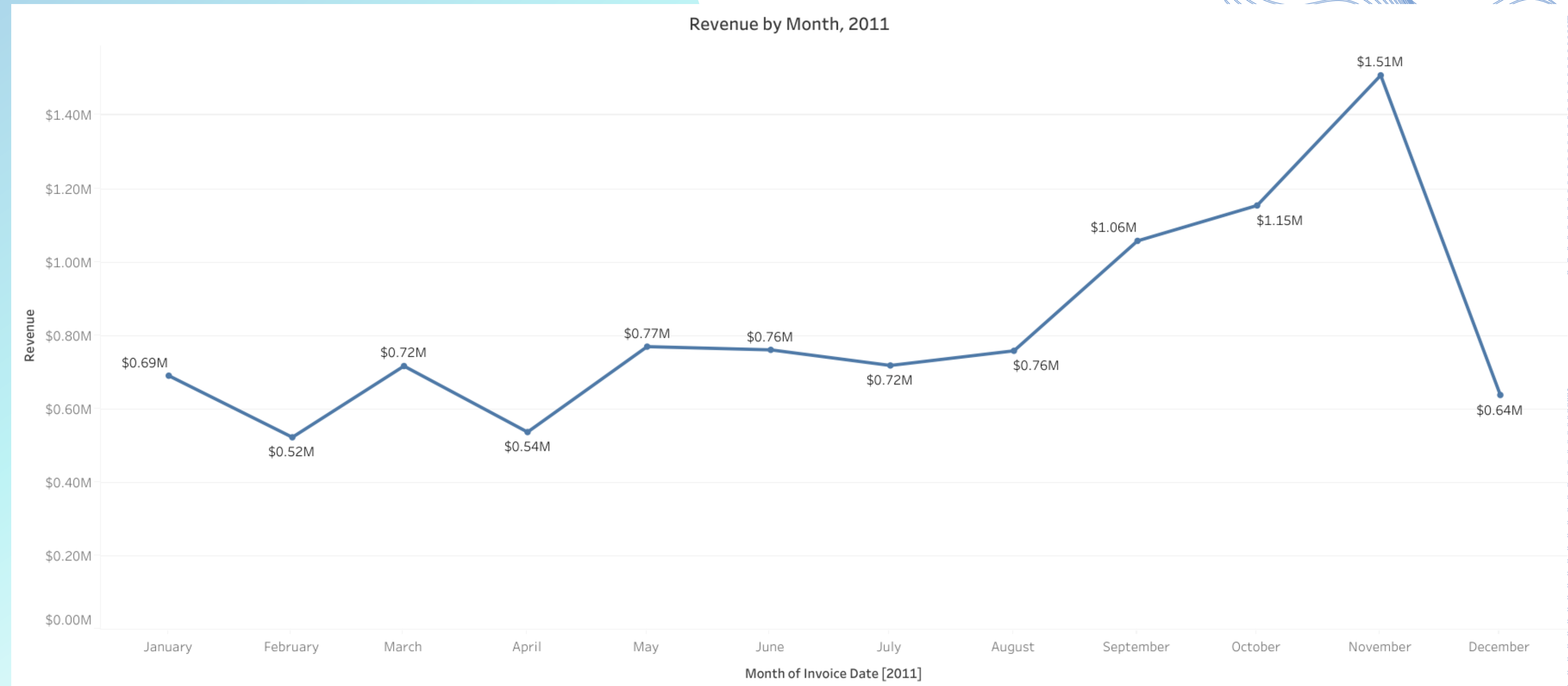
I cleaned the data you provided by taking out any negative values in the columns for Unit Price and Quantity.

3

Data Filtering:

Following the cleaning process, I sorted the data as needed to create all the visualizations.

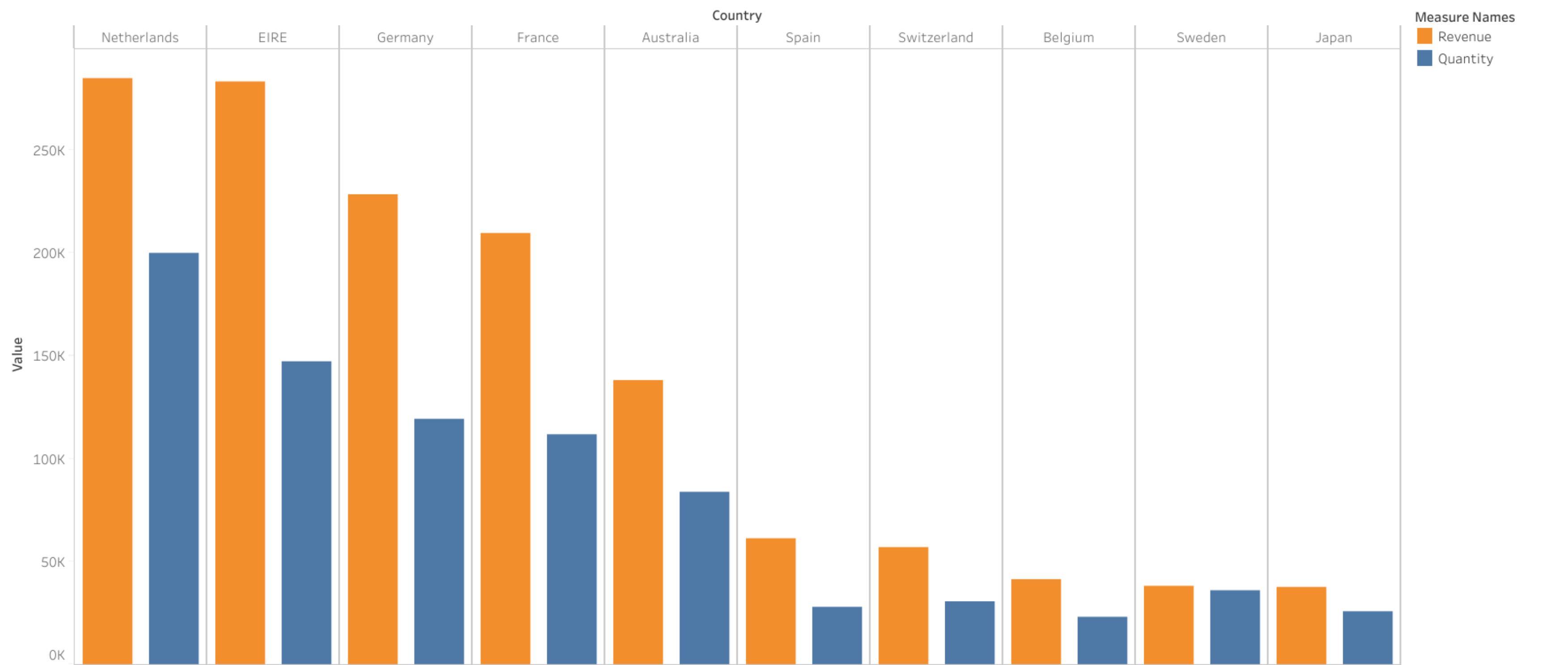
REVENUE BY MONTH, 2011



- The first 8 months had stable monthly revenues with an average of \$685,000
- We had a significant increase in revenue from September with the revenue peaking at \$1.51 Million in November.
- The revenue trend from August to December demonstrates how seasonality affects retail store sales.

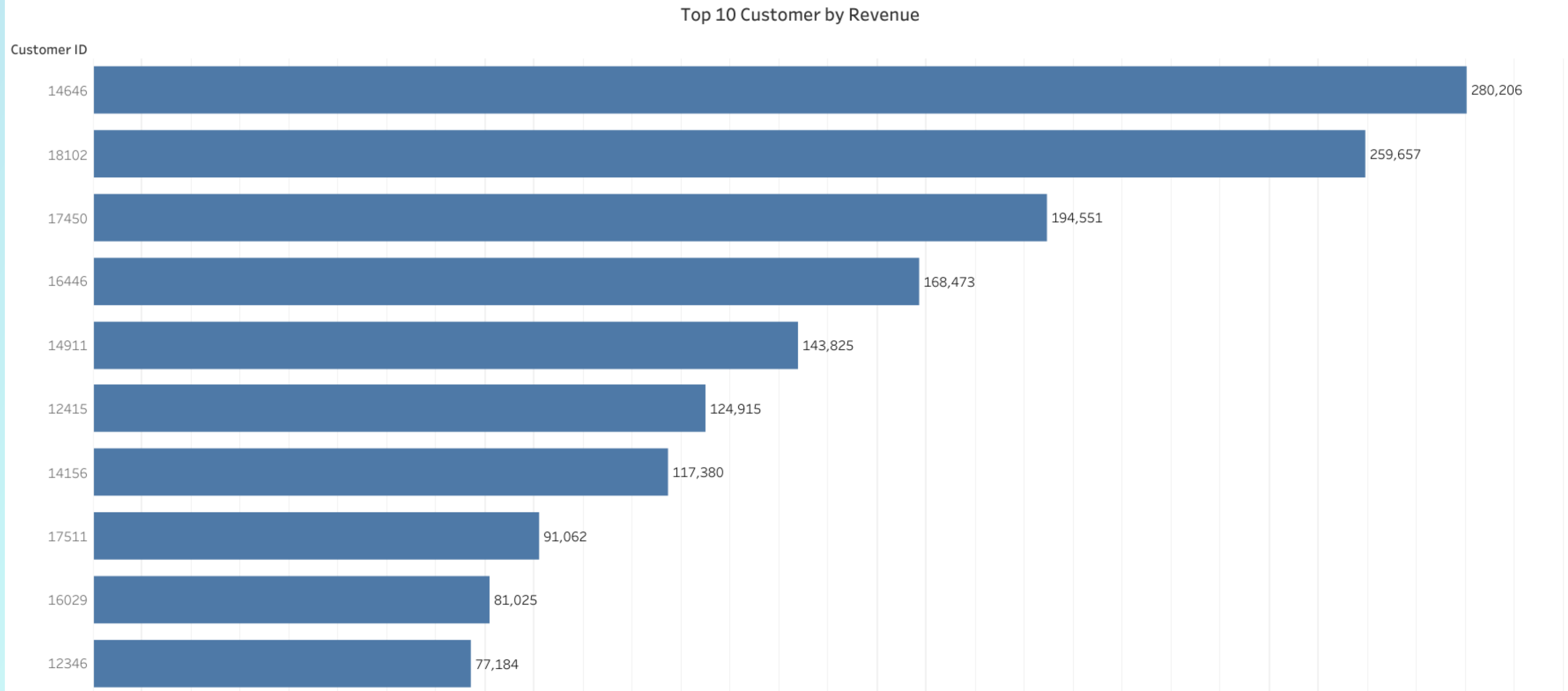
TOP 10 COUNTRIES BY REVENUE AND QUANTITIES

Top 10 Countries by Revenue and Quantity



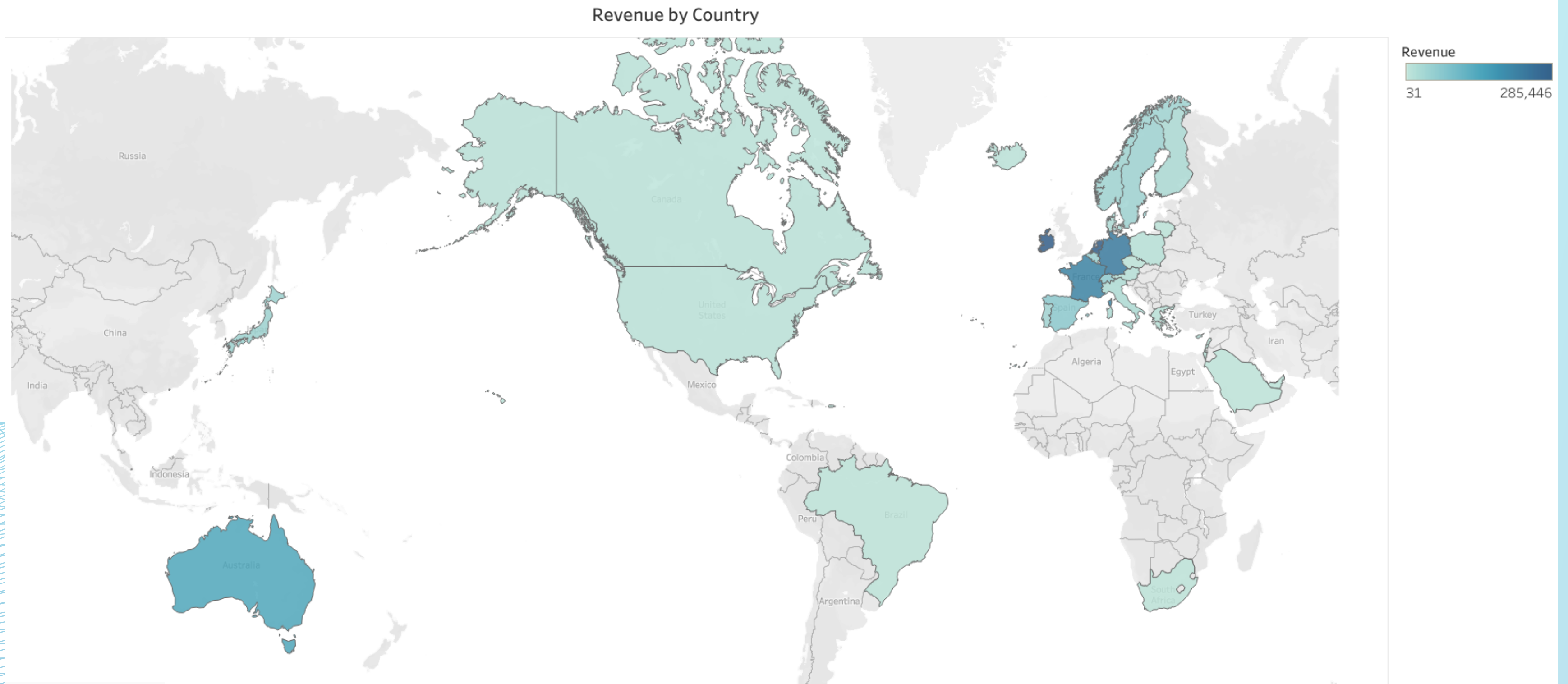
- Top 10 Countries by revenue and the quantities sold. we exclude The United Kingdom
- There is no major difference between the revenue and the quantity of goods sold in these countries.
- By seeing this market demand, we expand our business in the countries

TOP 10 CUSTOMERS BY REVENUE



- The chart shows that there is no major difference between the top 10 customers in terms of revenue generated.
- The average difference in revenue between the top 10 customers is 15.3%.
- The company can enhance customer relationships to boost loyalty, retention, and drive higher sales and revenue.

REVENUE BY COUNTRY



- The map also reveals that the majority of sales occur only in the European zone, with only a small number in the American region
- Along with Russia, there is no market for the items in Africa or Asia.
- The company can concentrate on the European market more and dive deeper into countries in the region to come up with strategies that will maximize sales from each country in the region alongside Australia and Japan.

CONCLUSION

- The company should plan marketing strategies to target the seasonal market demand from September to November.
- The company should conduct in-depth analysis of product demand during low-sales months to generate increased revenue in these periods.
- Taking a closer look at the type of products and how much money they make in each region will help us plan better marketing for each area.
- Strengthen engagement with high-revenue customers for enhanced customer retention and increased sales.
- The European Market has more potential for growth and the company should aim at strategies that will increase its market positioning in the region.

THANK YOU



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