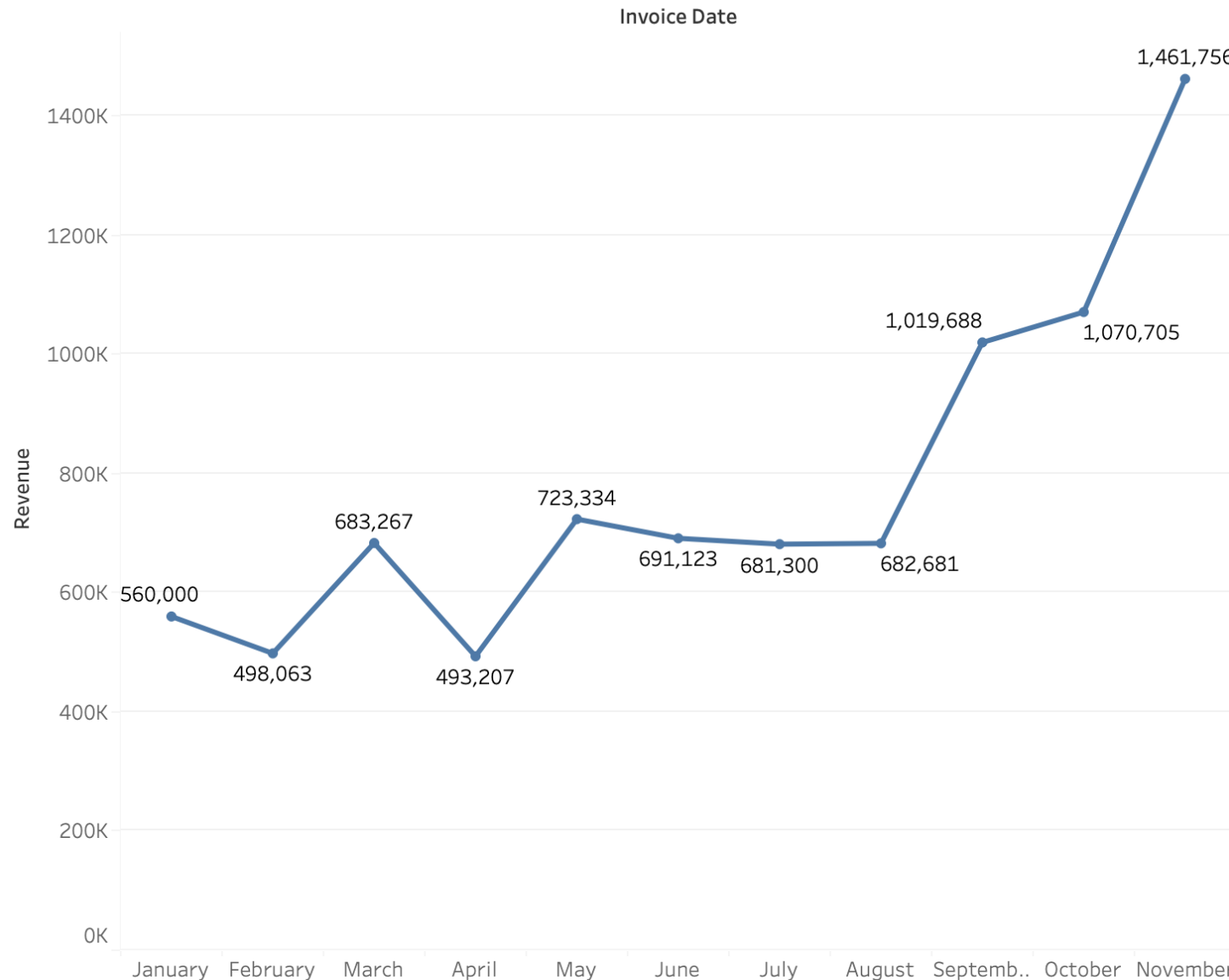


# Tata project1

File created on: 11/1/22 10:16:30 PM PDT

# Question1

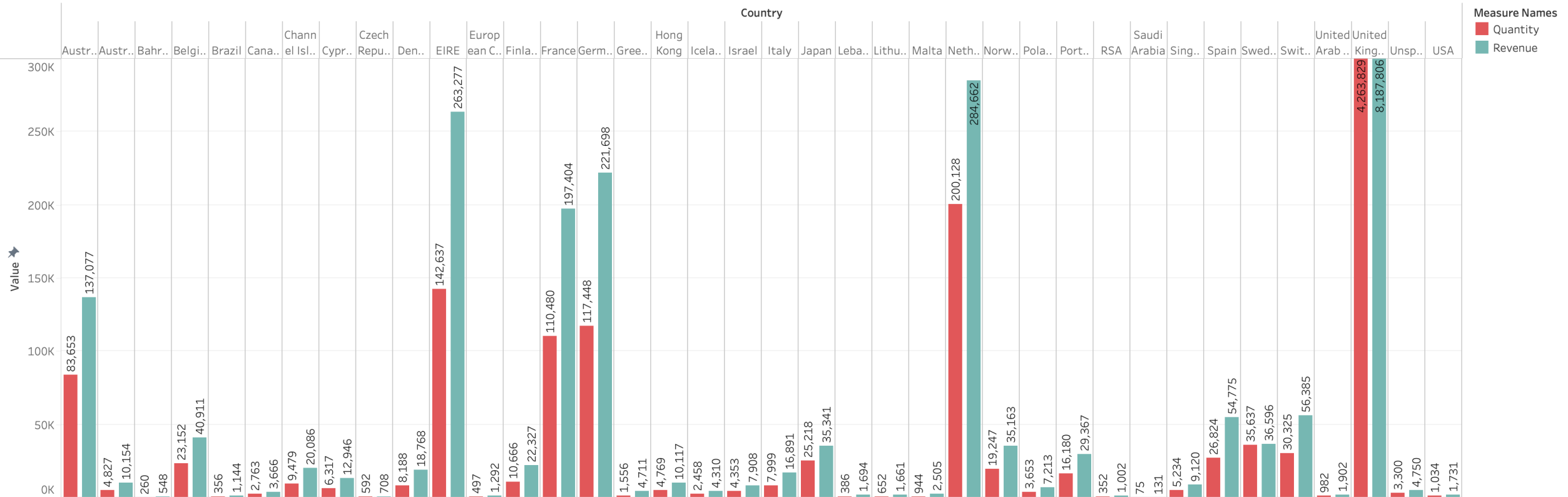
The CEO of the retail store is interested to view the time series of the revenue data for the year 2011 only. He would like to view granular data by looking into revenue for each month. The CEO is interested in viewing the seasonal trends and wants to dig deeper into why these trends occur. This analysis will be helpful for the CEO to forecast for the next year.



The trend of sum of Revenue for Invoice Date Month. The marks are labeled by sum of Revenue. The data is filtered on Invoice Date Year, Less than 1 and Less than 1 copy. The Invoice Date Year filter keeps 2011. The Less than 1 filter excludes Null. The Less than 1 copy filter excludes Null. The view is filtered on sum of Revenue, which ranges from 433,668 to 1,461,756.

## Question2

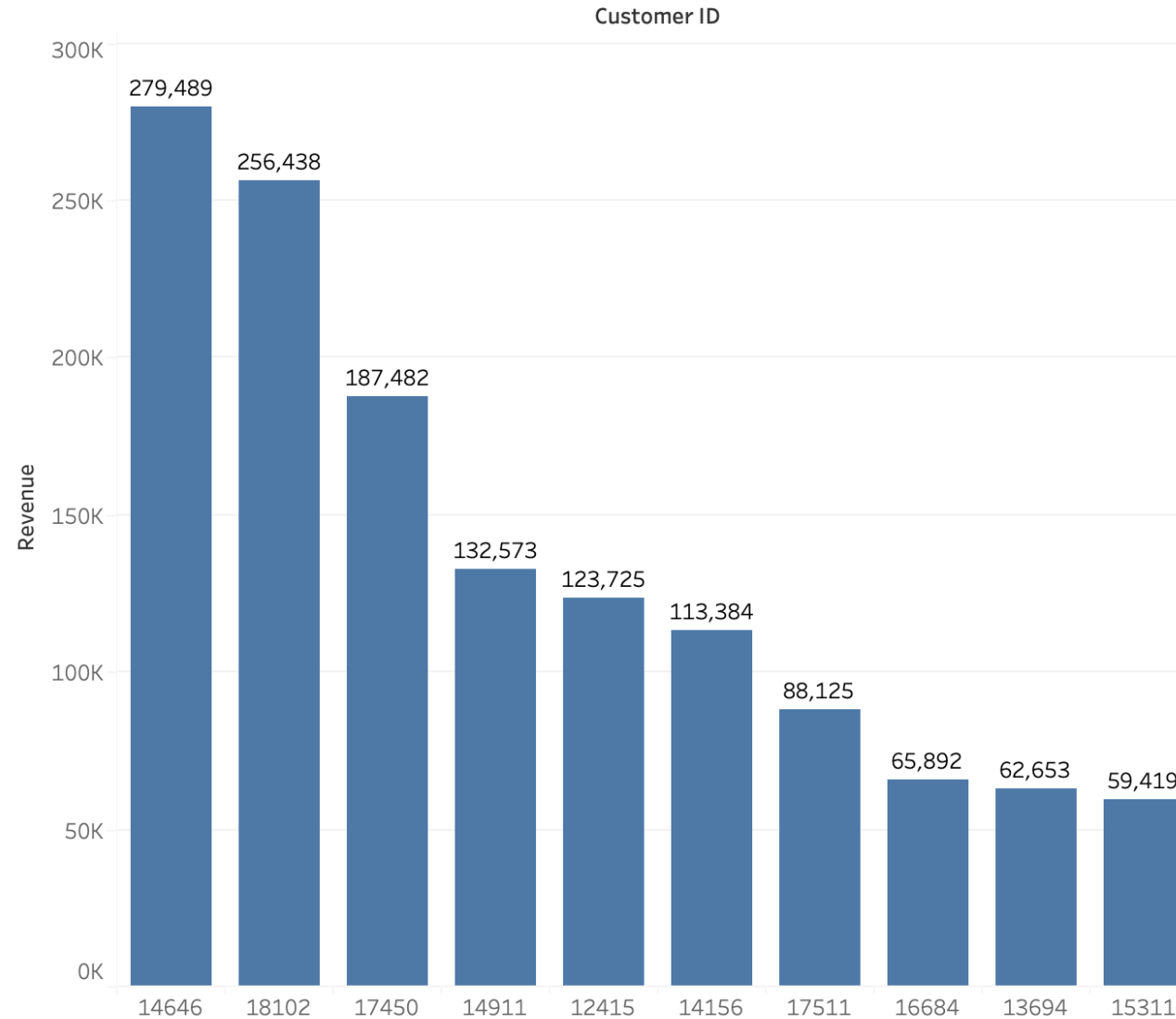
The CMO is interested in viewing the top 10 countries which are generating the highest revenue. Additionally, the CMO is also interested in viewing the quantity sold along with the revenue generated. The CMO does not want to have the United Kingdom in this visual.



Quantity and Revenue for each Country. Color shows details about Quantity and Revenue. The marks are labeled by Quantity and Revenue. The data is filtered on Less than 1, Less than 1 copy and Invoice Date Year. The Less than 1 filter excludes Null. The Less than 1 copy filter excludes Null. The Invoice Date Year filter keeps 2010 and 2011. The view is filtered on Country, which keeps 38 of 38 members.

### Question3

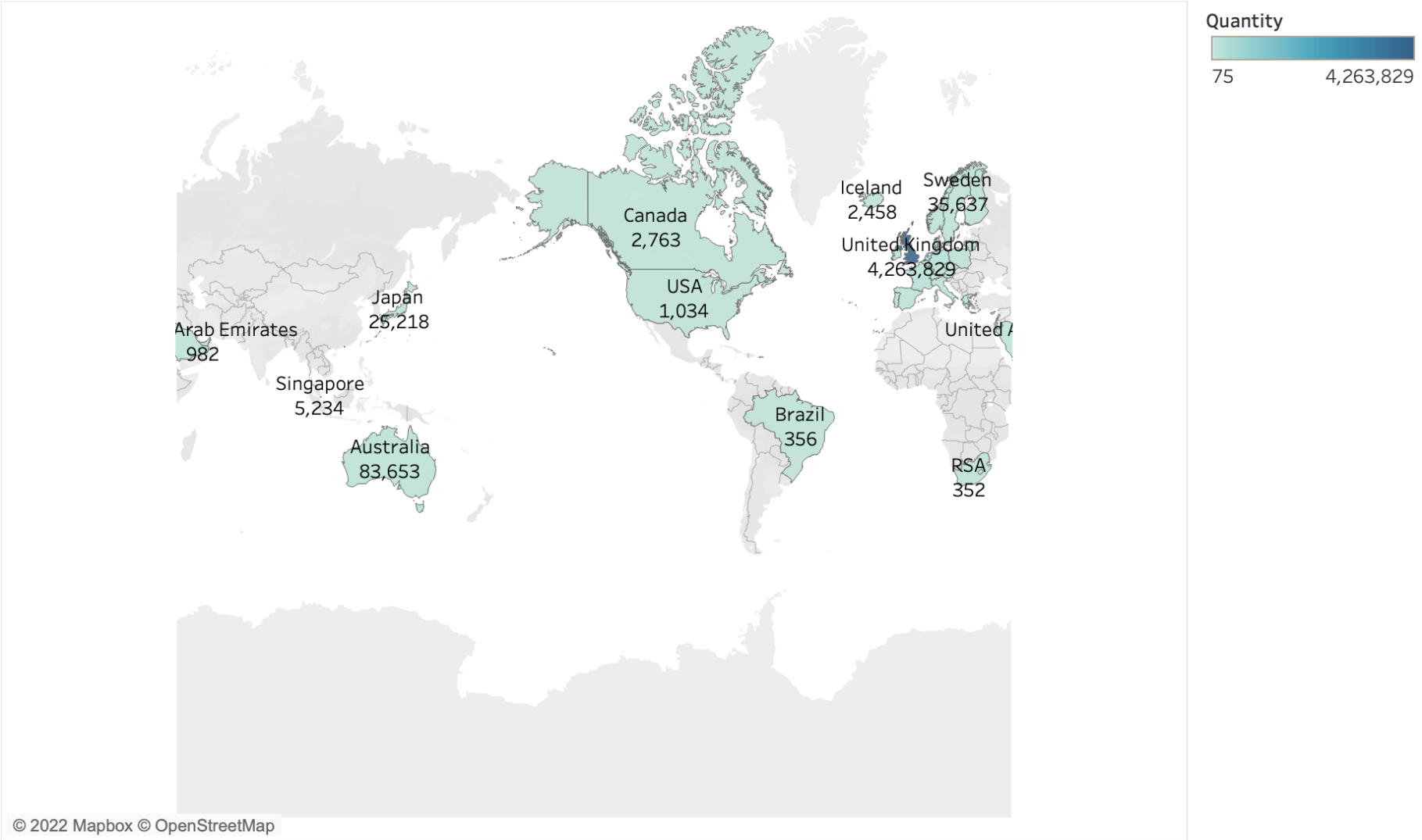
The CMO of the online retail store wants to view the information on the top 10 customers by revenue. He is interested in a visual that shows the greatest revenue generating customer at the start and gradually declines to the lower revenue generating customers. The CMO wants to target the higher revenue generating customers and ensure that they remain satisfied with their products.'



Sum of Revenue for each Customer ID. The marks are labeled by sum of Revenue. The data is filtered on Invoice Date Year, Less than 1 and Less than 1 copy. The Invoice Date Year filter keeps 2010 and 2011. The Less than 1 filter excludes Null. The Less than 1 copy filter excludes Null. The view is filtered on Customer ID, which keeps 10 of 4,373 members.

Question4

The CEO is looking to gain insights on the demand for their products. He wants to look at all countries and see which regions have the greatest demand for their products. Once the CEO gets an idea of the regions that have high demand, he will initiate an expansion strategy which will allow the company to target these areas and generate more business from these regions. He wants to view the entire data on a single view without the need to scroll or hover over the data points to identify the demand. There is no need to show data for the United Kingdom as the CEO is more interested in viewing the countries that have expansion opportunities.



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Quantity. The marks are labeled by Country and sum of Quantity. Details are shown for Country. The data is filtered on Invoice Date Year, Less than 1 and Less than 1 copy. The Invoice Date Year filter keeps 2010 and 2011. The Less than 1 filter excludes Null. The Less than 1 copy filter excludes Null. The view is filtered on Country, which keeps 38 of 38 members.