TATA CONSULTANCY SERVICES

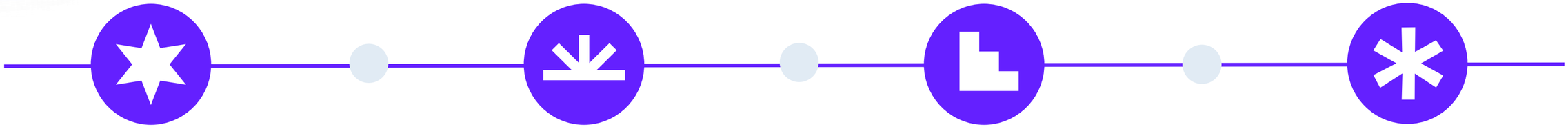
Tata Data Visualisation

Business Expansion

Introduction

Greetings! I am Kartike Raj Choudhary, an imaginative explorer in the realm of data analysis. Armed with a Microsoft certification as a Power BI Data Analyst, I possess the magic to unravel hidden patterns. With Excel, Power BI, and MySQL as my trusted wands, I conjure insights that shape informed decision-making. Let's embark on a captivating journey into the enchanting world of data analysis together.

Agenda



Data cleaning process

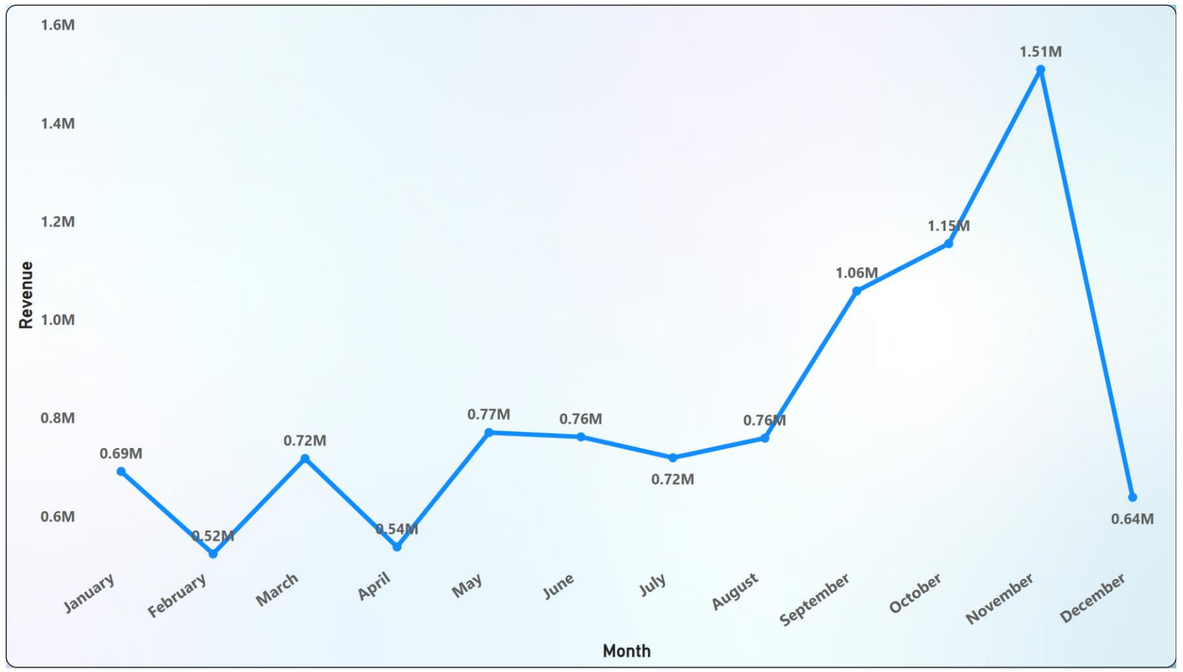
Questions 1 & 2

Questions 3 & 4

Conclusion

Data Cleaning

- ✓ Removed the rows where quantity was below 1 and unit price below 0$
- ✓ Removed the blank rows
- ✓ There were empty cells in the description column which were filled with “Not Available”.
- ✓ There were empty cells in the customer ID column which were filled with 0
- ✓ There was a data type error where a cell in invoice no. had an alphabetical letter which was corrected by removing the alphabet and keeping only invoice no.
- ✓ Splitting the invoice date column into invoice date and invoice time for easier data filtering and sorting.
- ✓ Making a date table in Power BI to make it simple to organize and analyze data by date

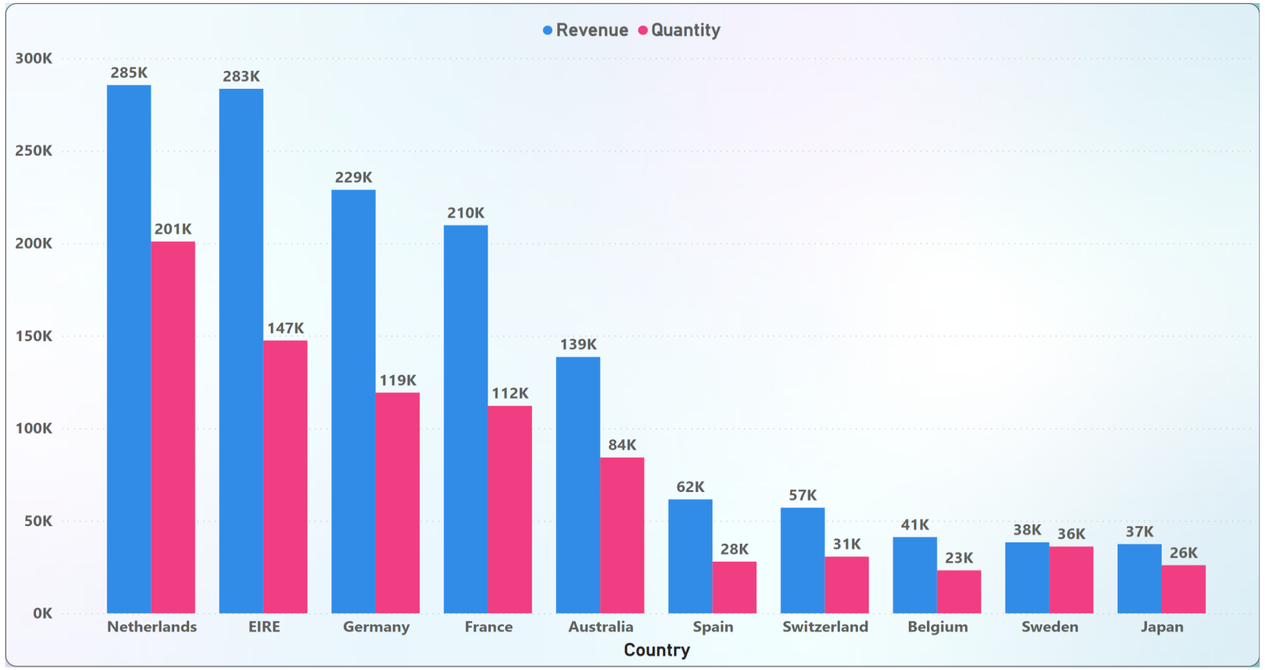


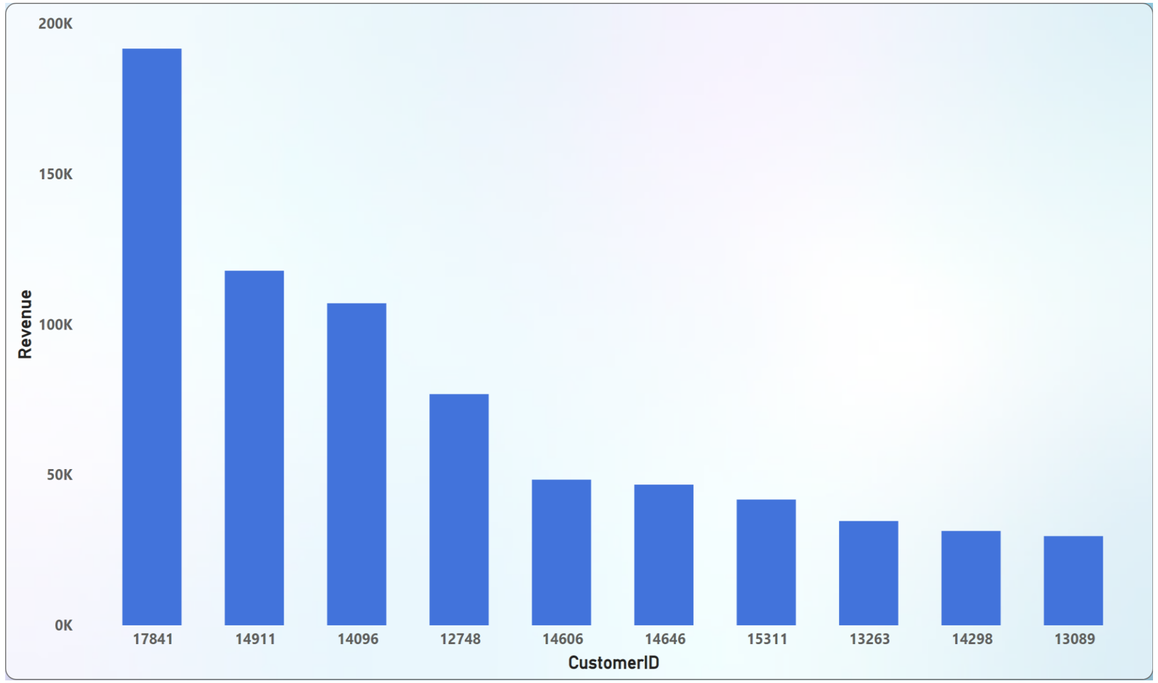
Revenue Trend in 2011

- November has the highest revenue generated with 1.15M
- February has the lowest revenue generated at 0.52 M
- October and November have generated the highest revenue because it is festival season.
- There is a dip in December because December data only contains till the 9th of December.

Top 10 Countries by Revenue and Quantity

- Netherlands has the highest revenue and quantity followed by Ireland (EIRE).
- Revenue and quantity are positively correlated with each other.
- There is a significant dip between Australia and Spain.
- Switzerland has a 10% increase in quantity compared to Spain.
- There is a significant difference between revenue and quantity sold in Ireland.





Top 10 Customers by Revenue

- Customer 17841 has the highest contribution to the total revenue followed by customer 14911.
- Customer 13089 has the lowest revenue contribution compared to all 9 customers.
- Customer 17841 contributes 1.8% of total revenue.
- All top 10 customers contribute 6.8% to total revenue.

Units Sold by Countries

- There are 38 countries where the company sells products.
- There are very few countries in South America, Africa and Asia that contribute to the company's sales.
- Europe has a heavy influence on the company’s sales.

Conclusion

The company is doing well in terms of revenue and quantity. However, they could improve by expanding into new markets, such as South America, Africa, and Asia. They could also reduce their reliance on a small number of customers by targeting new customers in existing markets.