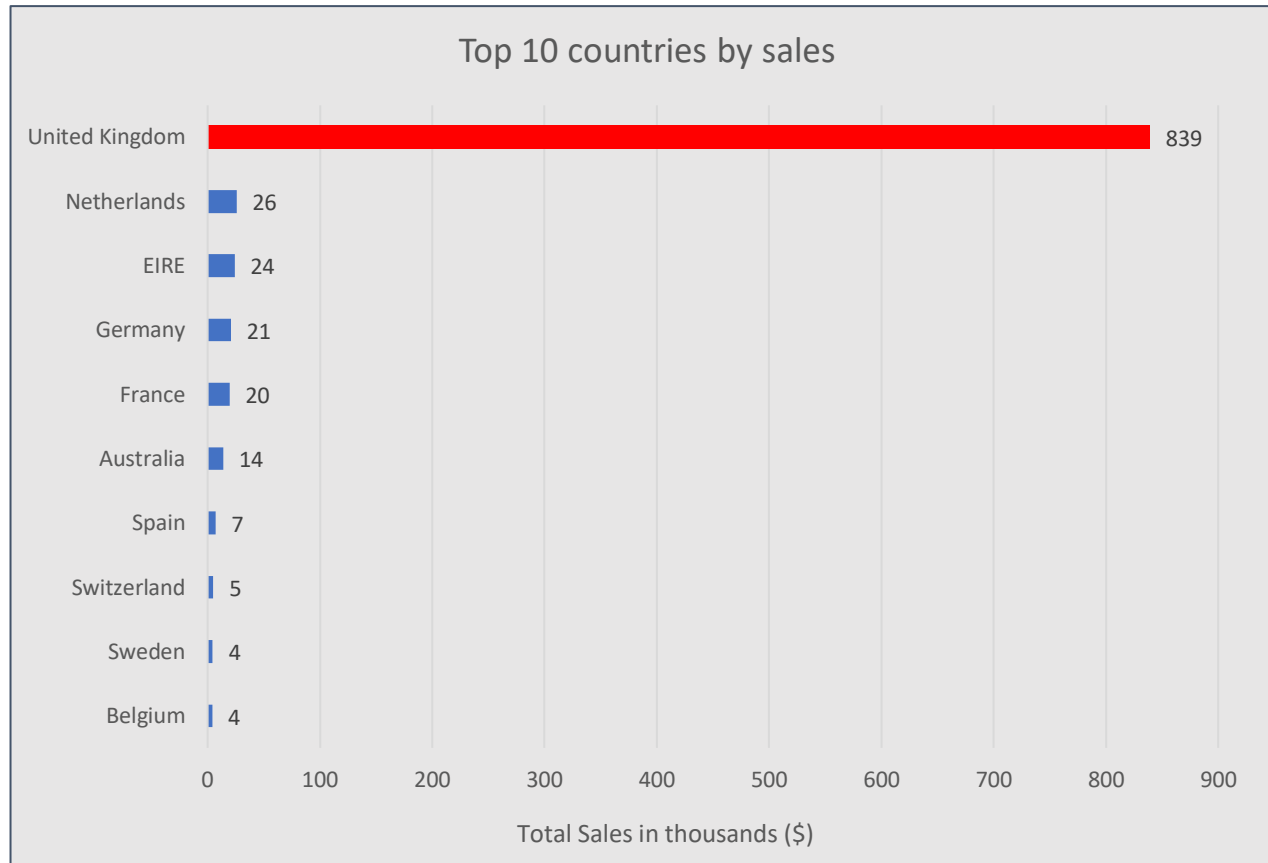


# Story telling with Data

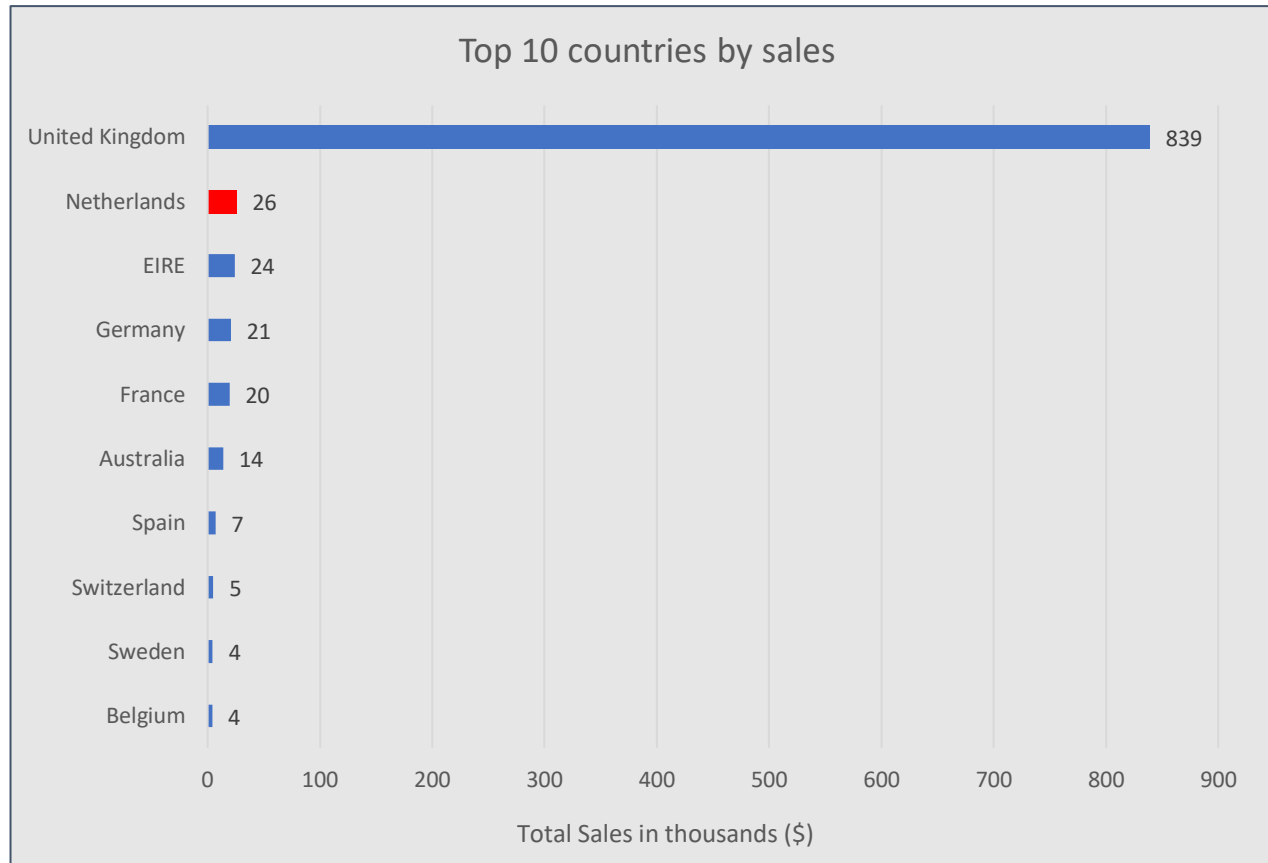
by- Pranay Shyamkuwar

# Which are the Top countries by Sales



- The online e-commerce sales data is gathered between 01/12/2010 and 09/12/2011. To find out which are the top countries in terms of sales and in which are not to increase the sales of product.
- From the figure it can be seen that the total sales of all the products is high in United Kingdom around \$ 838786.2
- If the goal of the company is increase in profit than other things need to be considered such as new marketing tactics except in the UK Because the over all profit is far greater than any countries.

# Which are the Top countries by Sales



- The second highest sale is in the Netherland around \$ 25865.62 Followed by Republic of Ireland \$ 24063.38 .
- Retail company need to take this into consideration and has to come up with the offer scheme in near future to increase in sales which will lead to increase in profit.