

TATA Data Visualisation: Empowering Business with Effective Insights

Task 1: Framing the Business Scenario

Task Overview

What you'll learn

- How to think from the perspective of business leaders to analyse data more effectively
- How to prepare for a meeting with senior leaders

What you'll do

- Write questions that you think will be important and relevant to the CEO and CMO

Here is the background information on your task

An online retail store has hired you as a consultant to review their data and provide insights that would be valuable to the CEO and CMO of the business. The business has been performing well and the management wants to analyse what the major contributing factors are to the revenue so they can strategically plan for next year.

The leadership is interested in viewing the metrics from both an operations and marketing perspective. Management also intends to expand the business and is interested in seeking guidance into areas that are performing well so they can keep a clear focus on what's working. They would also like to view different metrics based on the demographic information that is available in the data.

A meeting with the CEO and CMO has been scheduled for next month and you need to draft the relevant analytics and insights that would help evaluate the current business performance and suggest metrics that would enable them to make the decision on expansion.

Remember, thinking from the perspective of business leaders allows you to analyse the data more effectively and present better insights.

Here is your task

To prepare for your meeting, you need to draft questions that you think will be important and relevant to the CEO and CMO. This preparation will be your guide as you develop your presentation.

For this task, you are only required to draft the questions. Make sure to think both quantitatively and qualitatively.

You've been provided a dataset in the resources below to use as the basis for your exploration. Review this data, taking note of what information has been provided, what insights you can garner, and what is relevant to both the CEO and CMO respectively.

Create a set of four questions that you anticipate each business leader will ask and want to know the answers to. Make sure you differentiate your questions, as both the CEO and CMO view business decisions through different lenses.

Submit your eight questions in total (4 for the CEO and 4 for the CMO) in the text submission box below.

My Answer

CEO:

1. How is the trend for revenue on monthly basis and what are the months that have seen a significant rise and fall in revenue?
2. What are the highest and lowest revenue generating regions?
3. How is the revenue impacted by the seasons? Which quarter had the highest in terms of revenue?
4. How does the customer behavior vary from country to country? And how can we use these insights to expand our business?

CMO:

1. Which product has the most purchases and what is the purchase pattern? So that we can target and plan to boost marketing on the other products.
2. What is the percentage of the customers having repetitive orders?
3. How does the unit price of the product relate to our marketing strategies?
4. How does the purchase pattern by country affect our marketing efforts and how can we use these insights to tailor our campaigns for respective regions?