# TATA Data Visualization

# Introduction

In this presentation, we will go through the company's sales performance for the years 2011.

I appreciate the opportunity given to me to dive into this data to gain insightful information about the tore's performance..
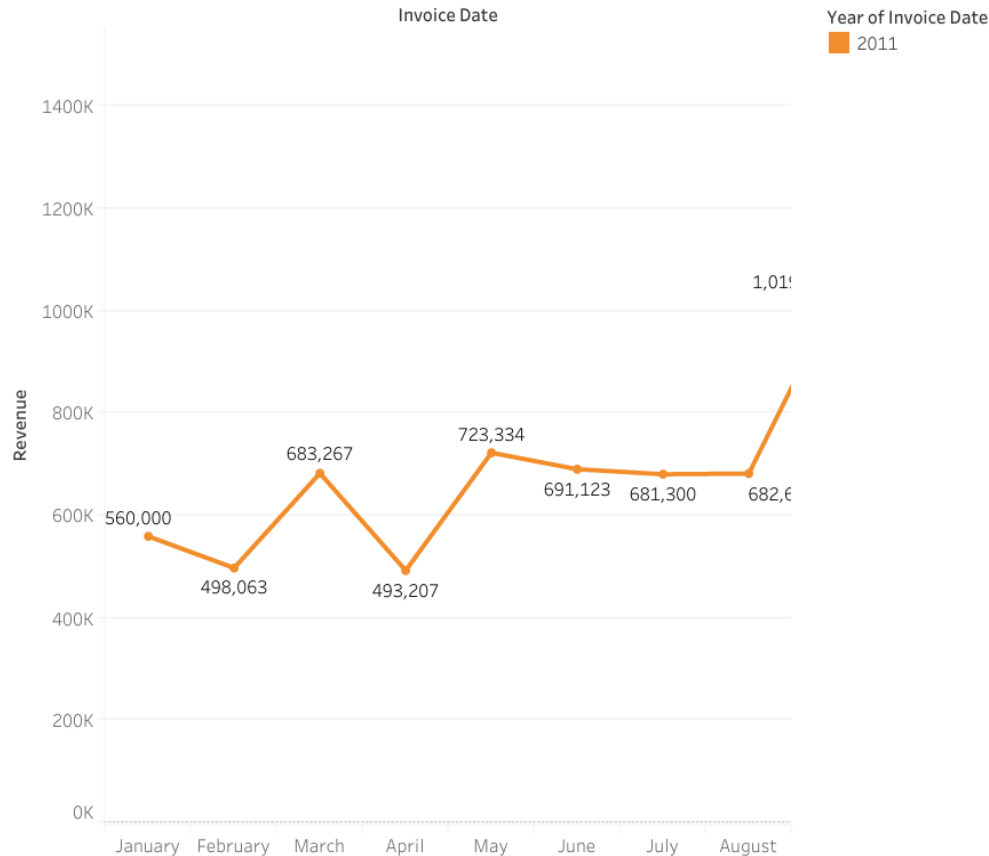
# Process

All the necessary steps were taken to ensure that the analysis is accurate and correct.
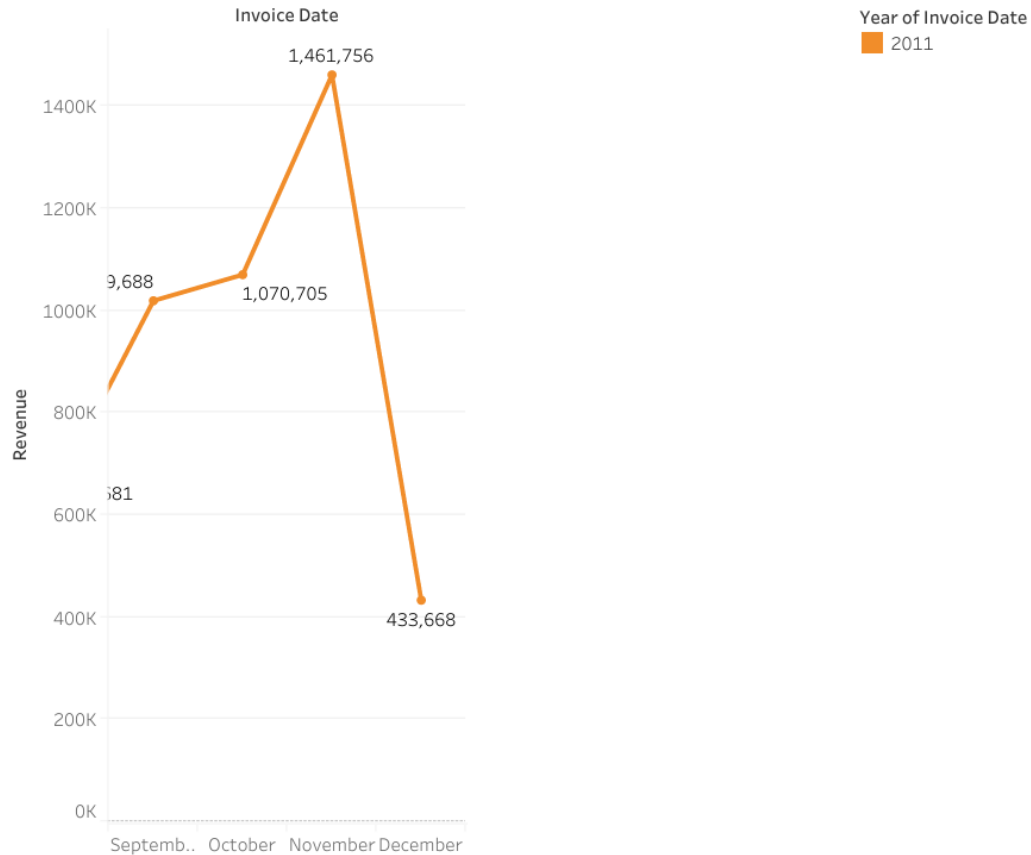
I cleaned up the data that was provided to me by removing all the negative values in the unit price and quantity column and also filtered the data as required for all the visualization.
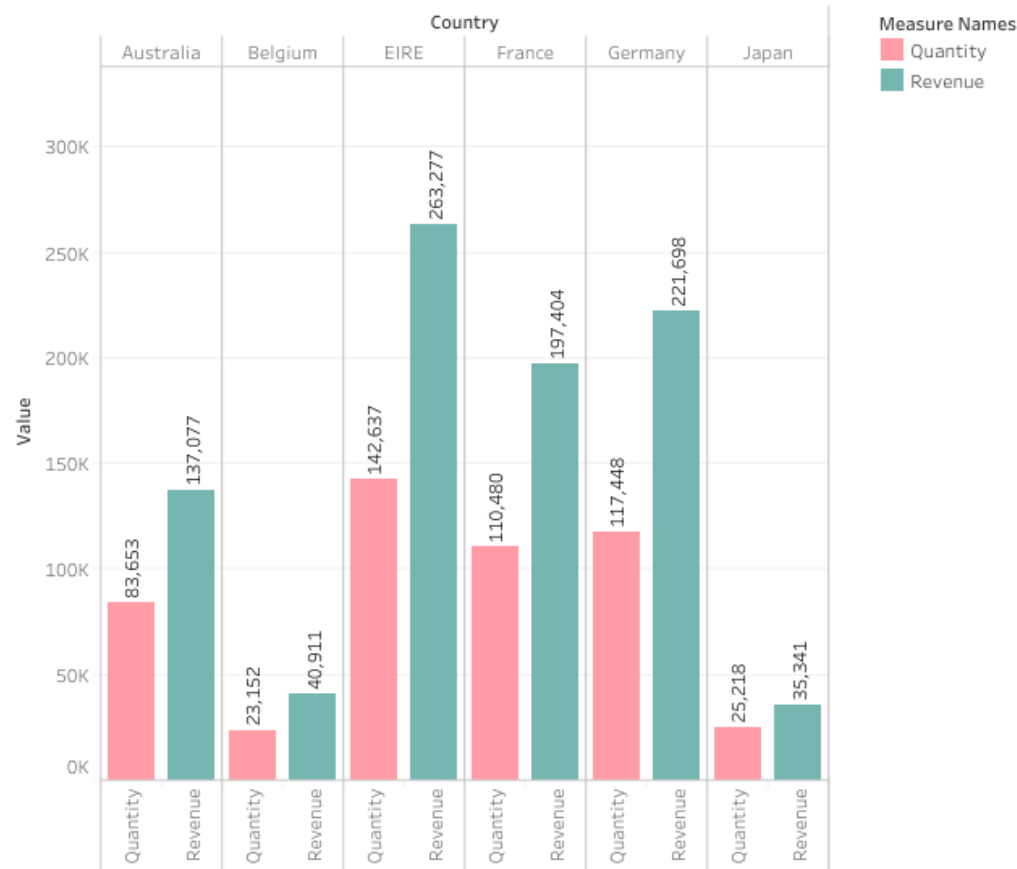
# Revenue by Month 2011

# Top 10 Countries by Revenue and their Quantity
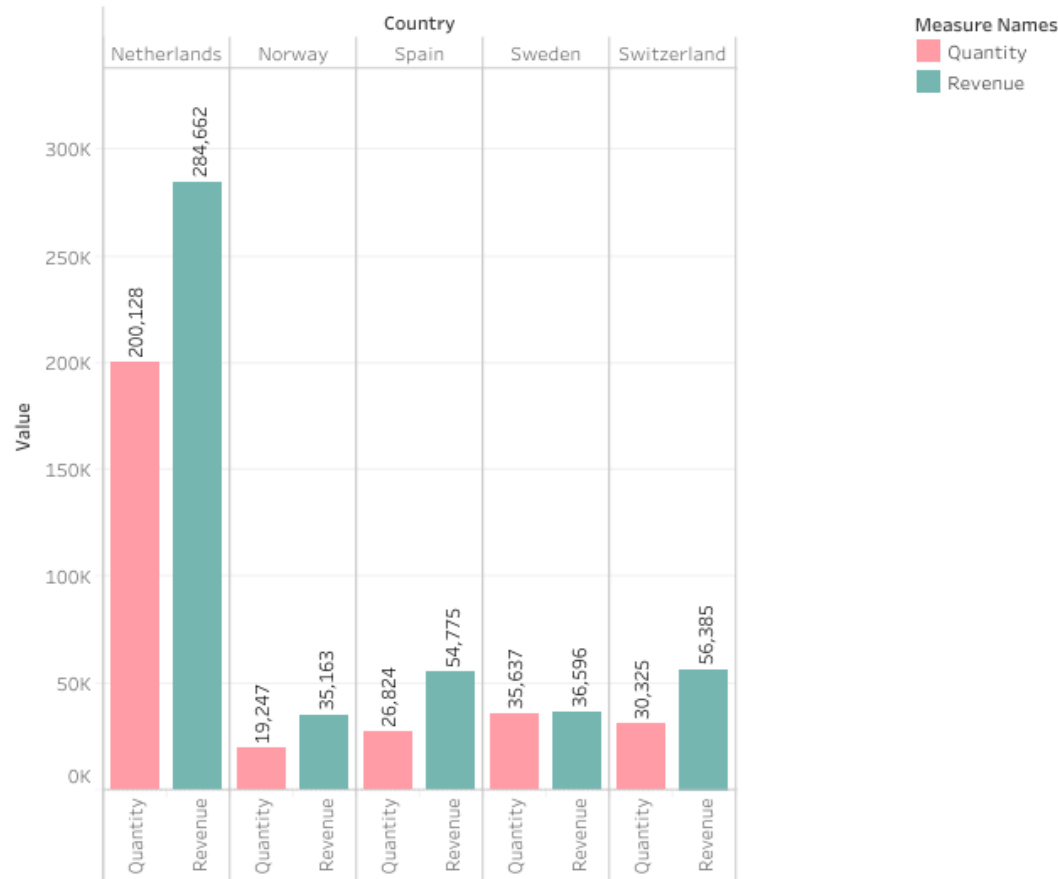
# Top 10 Customers by Revenue



**Top 10 Customers**

Customer ID

| | 279,489 | 256,438 | 187,482 | 132,573 | 123,725 | 113,384 | 88,125 | 65,892 | 62,653 | 59,419 |
|---|---|---|---|---|---|---|---|---|---|---|
| Customer ID | 14646 | 18102 | 17450 | 14911 | 12415 | 14156 | 17511 | 16684 | 13694 | 15311 |
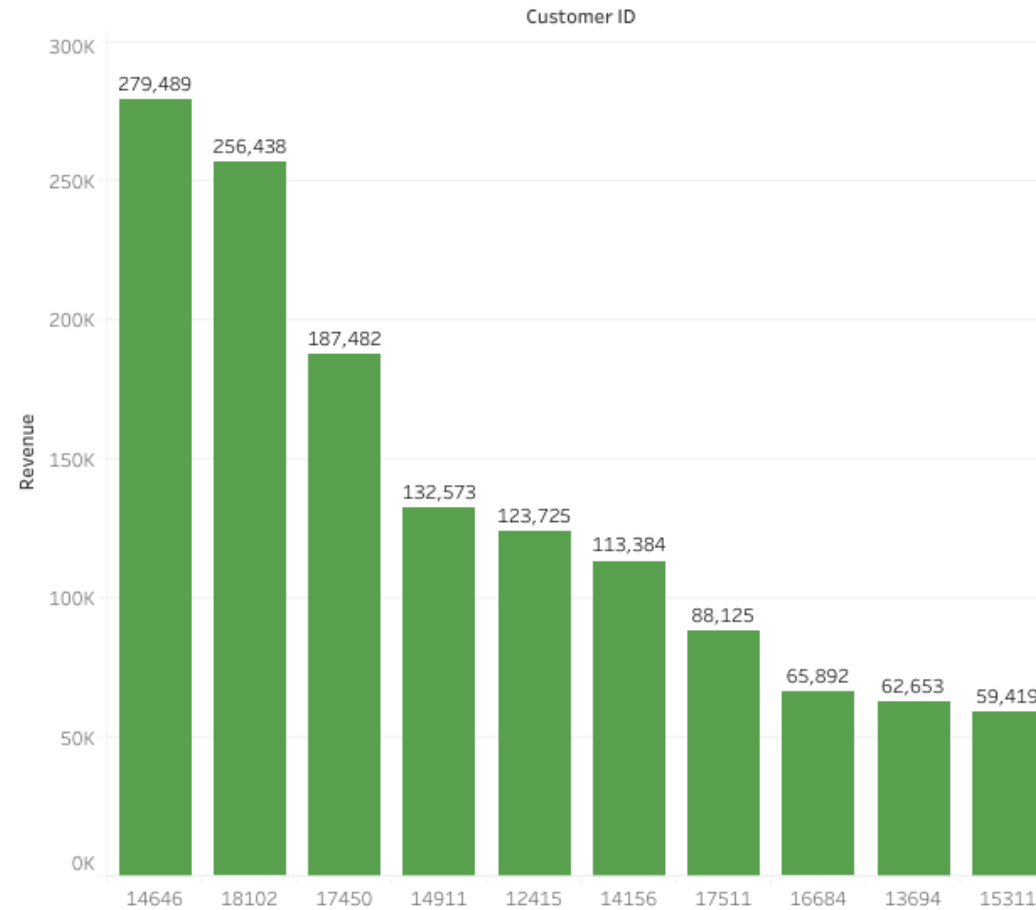
# Revenue by Countries

# Recommendations

- The company should come up with strategies that aim at stocking and advertising seasonal products to maximize sales when the demand for these goods goes up.

- The company should do deeper analysis of products that are usually in high demand during low sales months to come up with strategies for marketing these products.

- A deeper dive into the type of products and the revenue generated from these products for each region would be key in guiding region specific marketing strategies.

- The company should consider incentivizing top revenue generating customers to strengthen the relationship with these customers.

- The European market has more potential for growth and the company should aim at strategies that will increase its market positioning in the region.

I hope you find the analysis compelling and helpful as you make decisions regarding future business opportunities.

Thank you so much for your time. If you have any questions about the analysis or would like to see anything additional after you've had time to digest this information, I'd be happy to develop that for you.

Thank You
Manvi Sharma