**Question 1**  
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.

**Question 2**  
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.

**Question 3**  
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.

**Question 4**  
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.

Start by cleaning the data ensuring that refunds have been removed that will skew our results. As per instructions ensure that quantity is above 1 and that unit price is above $0. Also ensure that CustomerID is not empty.

Graphing guidelines used to make the charts.

**Question 1**

Here we need to create a line chart and place the invoice date on the x-axis and the revenue on the y-axis. To calculate the revenue, we would need to multiply Quantity by Unit Price. Once the revenue field is calculated, you can use it to view the trend of revenue. Make sure to set the granularity of the data to each month and only provide data for the year 2011.

**Question 2**

Here we need to create a side-by-side bar chart. There would be two bars for each country which would represent the revenue and quantity for each region. Add a filter to only show the top 10 countries by revenue and exclude the United Kingdom from the visual.

**Question 3**

Here we need to create a column chart where each bar would represent the revenue generated by the customers. We need to add a filter to only display the top 10 customers, who will be identified from the field “CustomerID”. We need to sort the customers in descending order based on the total revenue generated

**Question 4**

We need to create a map chart here as the map chart would allow the CEO to view the entire map of the world and it will highlight each country and show the total number of units sold or the name of the country. We need to filter out the United Kingdom from the data as it is not needed in this visual. Make sure that the name of the country or the total units sold is visible for each country.