

MARKETING ANALYTICS NANODEGREE PROGRAM

3RD PROJECT: Storytelling with Data

Visualized Story

From A Transnational Data Set

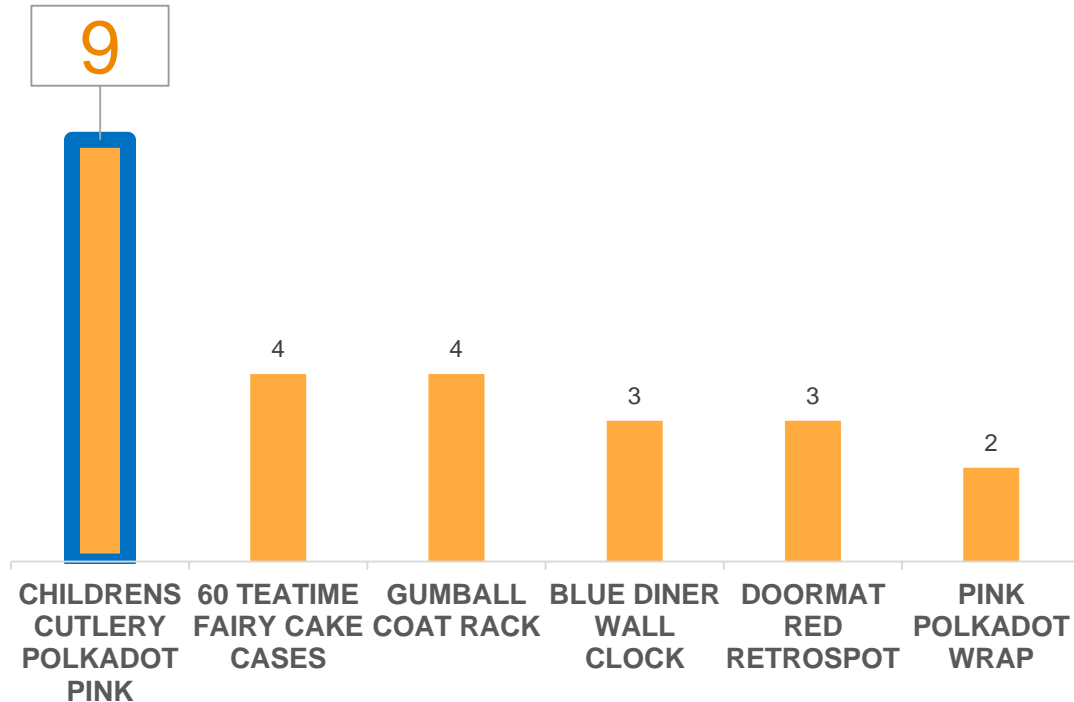
of an Actual UK-based and registered non-store online retail

Published by The UCI Machine Learning Repository

“Transactions occurred between Dec, 1st 2010 and Dec, 9th 2011”

Question: What of our products are making top sales in Finland?

Top Products Sales In Finland

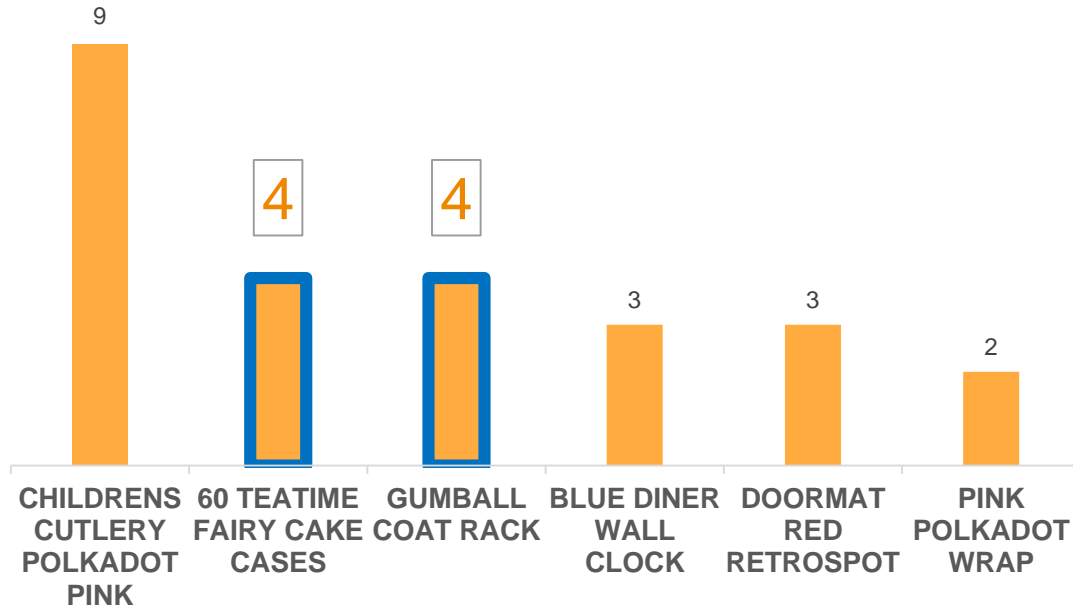


If we wonder about our market sales in Finland, which products are making the top selling rates, we can find from the graph that "CHILDRENS CUTLERY POLKADOT PINK" are hitting up the top score.

So, it's recommended to invest more fund in marketing and promotion for the product rather than others on graph.

Question: What of our products are making top sales in Finland?

Top Products Sales In Finland



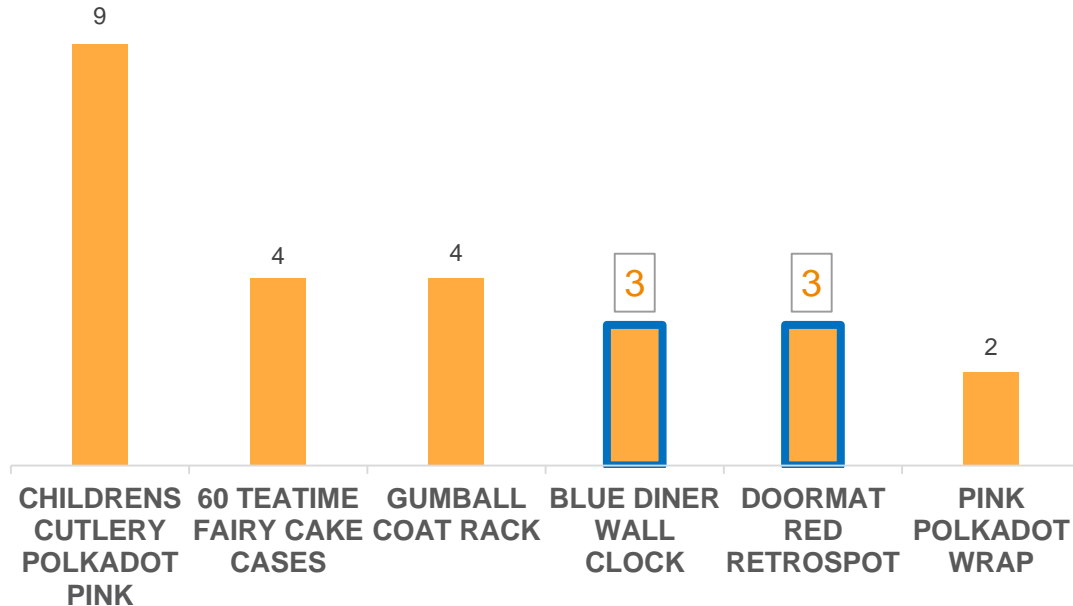
Then, in the second stage, we find two products have the same selling rate.

The “60 TEATIME FAIRY CAKE CASES” and “GUMBALL COAT RACK” products have 4 sales per each from our Finland Market.

Maybe we should think about more spending in advertising impressions of both to support more sales chances.

Question: What of our products are making top sales in Finland?

Top Products Sales In Finland



At third condition, both “BLUE DINER WALL CLOCK” and “DOORMAT RED RETROSPOT” products have 3 sales per each in our Finland market.

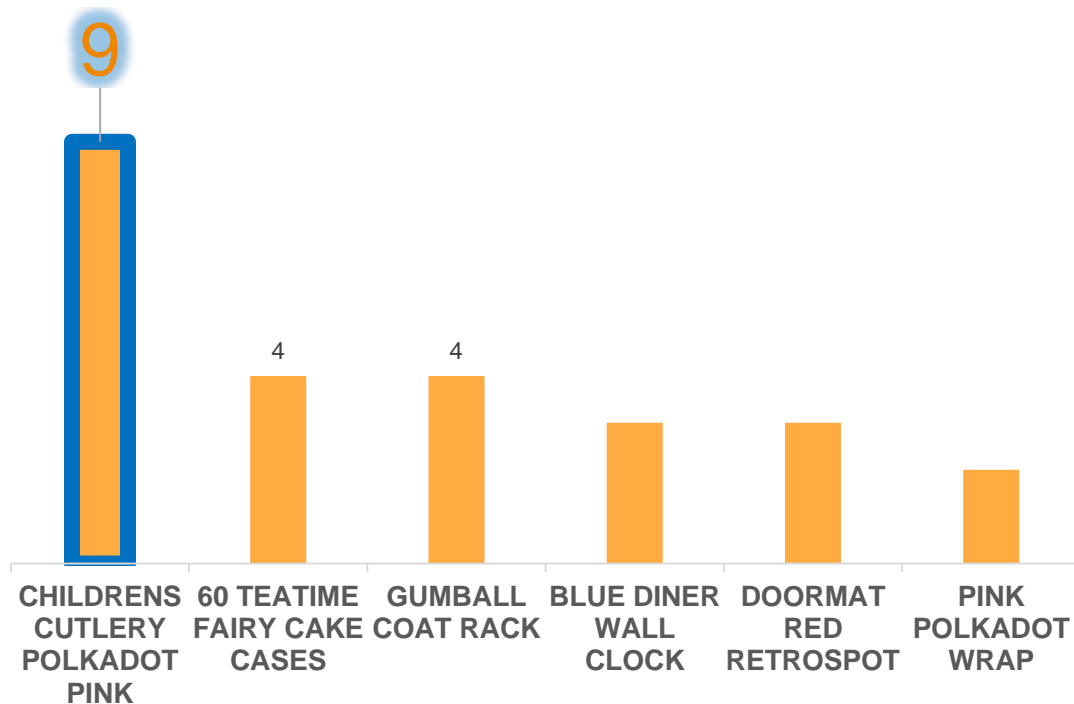
They are close to the previous “60 TEATIME FAIRY CAKE CASES” and “GUMBALL COAT RACK” sales by only one sale.

They might need a remarketing plan until flourish of selling.

At last, “PINK POLKADOT WRAP” products come with 2 sales, so they might need rethinking about or decreasing marketing funds in Finland Market.

Final Answer and a Call To Action

Top Products Sales In Finland



Again, as the graph asserts, it should be a worth to invest more fund in marketing for "CHILDRENS CUTLERY POLKADOT PINK" products as they have the top sales rate of our market in Finland.

Also it's recommended to pay more care for marketing plans for "60 TEATIME FAIRY CAKE CASES", "GUMBALL COAT RACK", "BLUE DINER WALL CLOCK" and "DOORMAT RED RETROSPOT" products respectively.

For "PINK POLKADOT WRAP" products, we suggest saving much of their marketing funds for topper sales products.

Thanks