Hello, greetings to everyone,

I am Priyanka More and I am here to present you with the meaningful insights which I derive from the data. Before proceeding with the question, you provided, I would like to explain my thought process and how I handled the data clean-up and visualization phase.

Firstly, I received a data set of an online retail platform from a virtual internship program by Tata. I have used the Data Visualization software POWERBI for this. This dataset consists of the generation of revenue for different customers in different countries.I cleaned up the records which having negative quantities and unit prices less than 0 after loading the data into Power Query Editor since it was necessary to do so in order to give useful analysis and generate correct visuals with the relevant data

Let’s start with the questions.

1)The first question from CEO was regarding the time series of the revenue data for the year 2011. we used a line chart/graph as it’s the best suited when we have data that changes over the time period. on the y-axis, we have revenue whereas on the x-axis we have the time period in months. we can observe that from January to august revenue lies between 0.69M to 0.76M window. The revenue started increasing in September with a growth of 40%. This increment persists until November when revenue reached 1.5 million US dollars. as we don’t have enough data till December no conclusion can be finalized. this last quarter’s growth shows how seasonality affects the sales of our retail store. the reasons could be the New year’s (Year-end) holidays or the Christmas festival. hence, we need to be organized in that way.

2) The second graph is answering the top 10 countries which are generating the highest revenue. Since the UK already has a large demand and we are most likely interested in nations where demand may be boosted, the UK is not included in these statistics. According to the data, sales of units and income are quite high in nations like the Netherlands, Ireland, Germany, and France. We have a general concept that the more the quantity sold more the revenue generated but if we observed countries like EIRE, Germany, France, Belgium, and Spain is selling half the quantity but generating double the revenue whereas countries Sweden, Japan, and Netherlands have less gap between quantity sold and revenue.

3) This stacked column chart shows the information on the top 10 customers by revenue. With this data, we can target higher revenue-generating customers and ensure that they remain satisfied with their products by studying their shopping patterns and by providing them with more personalized offers.

4) This map chart shows a distribution of different regions having the highest and lowest revenue. Excluding the UK, the countries like Netherlands, Ireland, Germany, France, and Australia have high demand hence the company can boost the investment here The map also provides insights that the majority of sales occur only in the European zone, with only a small number in the American region. Along with Russia, there is no market for the items in Africa or Asia. Sales revenues and profitability might increase with the implementation of a fresh strategy focused on these areas.

I believe you will find my analysis meaningful and useful to decide the next business prospects. After you've had a chance to process this material, if you have any questions about the analysis or would want to see anything additional, I would be glad to create it for you.

Thank You.