

TATA – Data Visualization: Empowering business with valuable insights

Task 1

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.

From CEO's perspective:

1. Which product has highest sales growth and is the product purchase growth same in every region where the product is being sold or is it different.
2. What is the Profit margin for all the products?
3. Does the profit depend on the seasons or period or is it even throughout the year?
4. Is there the same type of customers who are buying the product or is there diversity of customers buying the product?

From CMO's perspective:

1. Which other companies are producing the same product and is their product better?
2. How can the product be advertised in a creative way to attract more customers?
3. Do the customers prefer to buy the same products repeatedly or do they buy varying products?
4. What is the feedback received for the product and how can the quality of the product be improved taking into consideration?