**Here is your task**

Develop a script and record a video presenting your findings to the CEO and CMO based on the four questions they asked and the visuals you created in the previous tasks.

You can use your work or the model answer from the previous task to develop your presentation.

When writing your script, you should speak about your entire process, including the initial data load and clean-up steps so that your leaders know you’ve done your due diligence in providing error-free analysis.   
Data analysis provides heaps of information but remember to focus on the information that is most important to your leaders.

Your video should be approximately 5 minutes in length. You can record your video in the browser or upload a video from your device below.

Remember, this is not just a read out of your visuals, you’re presenting to the CEO and CMO and need to provide context for each scenario and how it relates to their questioning.

You do not need to submit your script or talking points for this deliverable.

**Question**

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.

**Script**

**Slide 1: Title Slide**

Title: "Retail Online Data Analysis and Visual Insights"

Subtitle: "Analysis and Visualizations for Business Insights"

Your Name: Sasi Rokkam

Date 25-01-2025

Script for Introduction:

Good [morning/afternoon], my name is Sasi Rokkam, and I’m excited to share insights from the data analysis I've conducted for our retail online business. This presentation highlights key findings and visualizations for revenue trends, top-performing regions, and customers, which can support strategic decision-making.

Before diving into the insights, I’d like to inform you that the initial data load and clean-up process I carried out. Ensuring the data was accurate and ready for analysis was essential. I handled missing values, removed duplicates, and standardized formats to ensure that the data was clean, consistent, and error-free, allowing for reliable visualizations and insights."

**Slide 2: Overview**

Include the four questions as a brief agenda.

Script: "To structure this presentation, I’ll address four key questions that cover revenue trends, top-performing countries and customers, and product demand by region. Each analysis is supported by data-driven visualizations."

**Slide 3: Revenue Trends for 2011 (Question 1)**

Script: "The first analysis focuses on the revenue trends for 2011. This line graph shows monthly revenue. We see peaks during September to November, likely due to holiday shopping, and dips during December to April. Understanding these seasonal trends can guide future forecasting."

**Slide 4: Top 10 Countries by Revenue (Question 2)**

Script: "This bar chart highlights the top 10 revenue-generating countries, excluding the United Kingdom. The second visual compares revenue to the quantity sold. We observe that **Netherlands** leads in revenue, also **Netherlands** shows higher quantity sold, indicating potential pricing differences or customer behaviors."

**Slide 5: Top 10 Customers by Revenue (Question 3)**

Script: "Here, we see the top 10 customers ranked by revenue. The largest contributor customer ID is 14646 , significantly outperforms others. Focusing on personalized experiences and loyalty programs for these customers could strengthen relationships and sustain revenue growth."

**Slide 6: Product Demand by Region (Question 4)**

Script: "This map visualizes product demand across all regions, excluding the United Kingdom. High-demand areas like Netherlands and Republic of Ireland indicate opportunities for expansion. This data will help prioritize regions for targeted marketing and operations."

**Slide 7: Recommendations**

Script: "To conclude, I recommend leveraging seasonal trends for targeted promotions, focusing on high-revenue countries for international growth, retaining top customers through loyalty programs, and prioritizing high-demand regions for expansion."

Slide 8: Thank You

Script: "Thank you for your time. I’m happy to answer any questions or discuss these insights further."

Tata Data Visualisation: Empowering Business with Effective Insights Job Simulation on Forage - January 2025

\* Completed a simulation involving creating data visualizations for Tata Consultancy Services \* Prepared questions for a meeting with client senior leadership \* Created visuals for data analysis to help executives with effective decision making

“Why are you interested in this role?”

I recently participated in Tata's job simulation on the Forage platform, and it

was incredibly useful to understand what it might be like to participate on a

consulting team at Tata.

I worked on a project to help a retail client review their revenue data to

prepare for the future. I created data visuals, practiced using Tableau and

PowerBI to represent information, and built my presentation skills in a

real-world context.

Doing this program confirmed that I really enjoy working on strategic problems

for clients and I'm excited to apply these skills on a consulting team at a

company like Tata.