**Slide 1: Title Slide**

Title: "Retail Online Data Analysis and Visual Insights"

Subtitle: "Analysis and Visualizations for Business Insights"

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Date 25-01-2025

**Slide 2: Overview**

Include the four questions as a brief agenda.

Key Business Questions

Question 1: Analyze monthly revenue trends for 2011 to identify seasonal patterns and aid in forecasting.

Question 2: Identify the top 10 countries (excluding the UK) by revenue and quantity sold to assess market performance.

Question 3: Highlight the top 10 customers by revenue to target high-value clients and ensure their satisfaction.

Question 4: Determine regions with the highest product demand (excluding the UK) to prioritize expansion strategies.

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

**Slide Text (Bullet Points):**

Lowest Revenue: April 2011 with $493,207, potentially due to Pre-holiday

Highest Revenue: November 2011 with $1,461,756, likely driven by holiday shopping and seasonal demand.

Sharp Decline: December 2011 saw a steep drop to $433,668, indicating reduced activity post-holiday.

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

**Slide Text (Bullet Points):**

Highest Revenue: Netherlands leads with $284,662.

Highest Quantity Sold: Netherlands also tops with 200,128 units.

Suggests strong market performance and potential for further growth.

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

**Slide Text (Bullet Points):**

Top Customer: Customer ID 14646 generated the highest revenue of $279,489.

Key Insight: This customer contributes significantly to total revenue, making them a high-value client..

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

**Slide Text (Bullet Points):**

Highest Demand: Netherlands leads with 200,128 units sold.

Other Key Markets: EIRE (142,637), Germany (117,448), France (110,480), and Australia (83,653).

Indicates high demand for products in these regions, with the Netherlands being the strongest market.

**Slide 7: Recommendations**

* Summarize key findings:
* Seasonal trends for targeted promotions.
* Top countries for international focus.
* Retention strategies for high-value customers.
* Expansion opportunities in high-demand regions.

Slide 8: Thank You