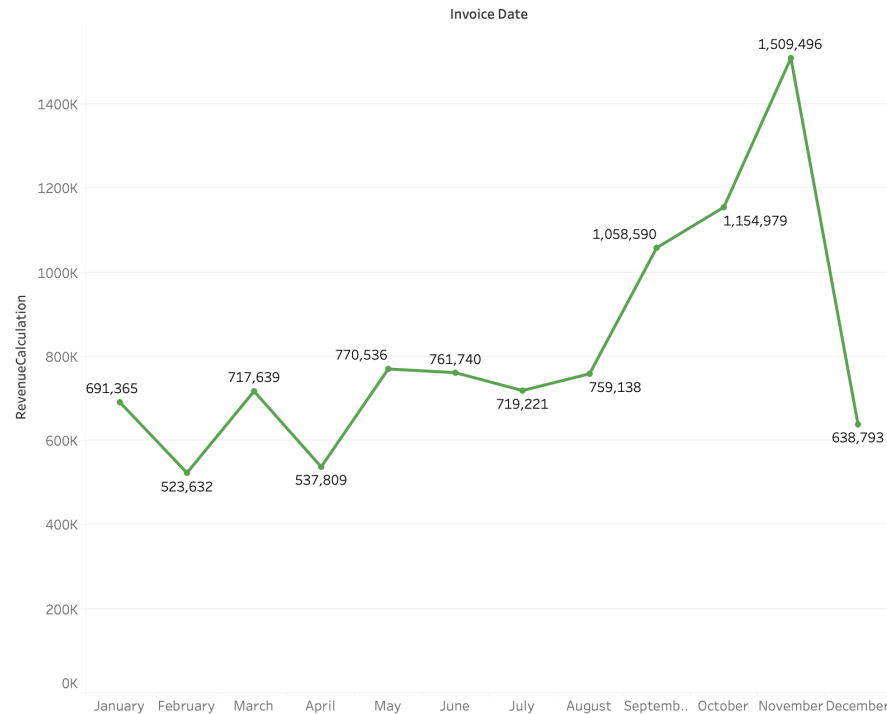


# Project Overview

Communicating Insights and Analysis | TATA | Rahul Gupta

**The time series of the revenue data for the year 2011**

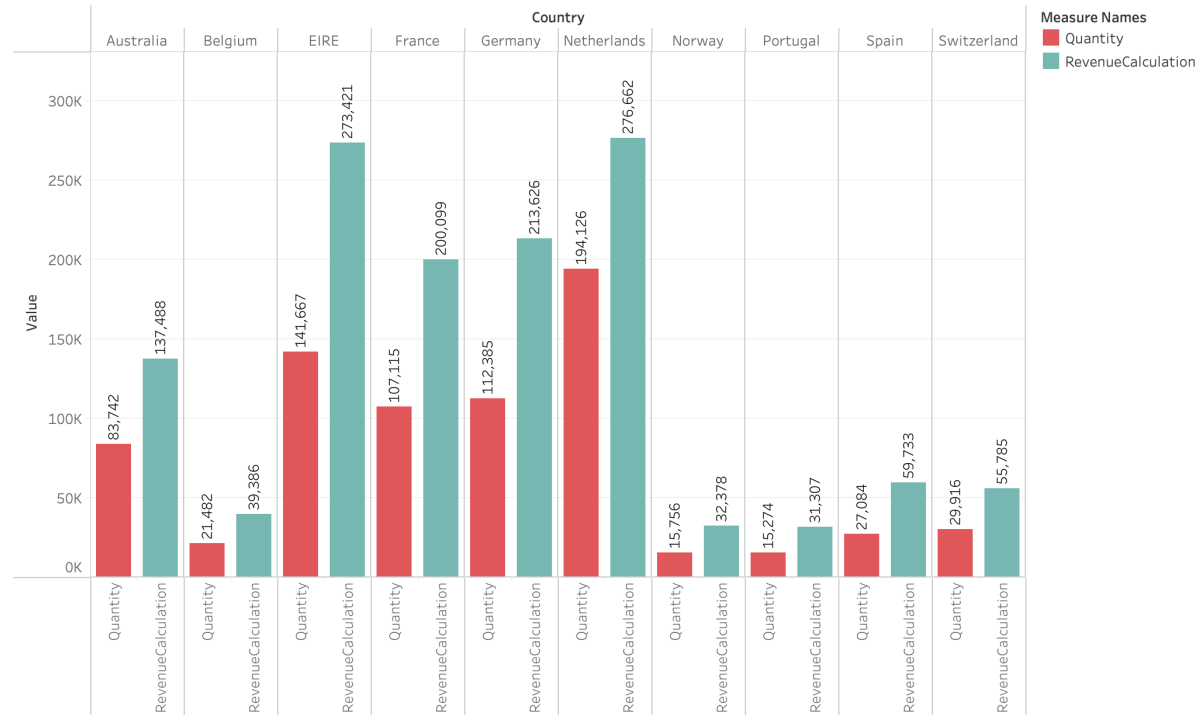


The trend of sum of RevenueCalculation for Invoice Date Month. The marks are labeled by sum of RevenueCalculation. The data is filtered on Check1 (Quantity), Check2 (Unit Price) and Invoice Date Year. The Check1 (Quantity) filter keeps More Than 1. The Check2 (Unit Price) filter keeps More Than 0. The Invoice Date Year filter keeps 2011. The view is filtered on sum of RevenueCalculation, which ranges from 523,632 to 1,509,496.

1.

- Strong seasonal pattern: Significant growth observed from September to November.
- Stable early months: Revenue averaged \$685K per month from January to August.
- Insufficient December data: Further analysis required due to data gap

## The Top 10 Countries which are generating the highest revenue excluding the United kingdom.

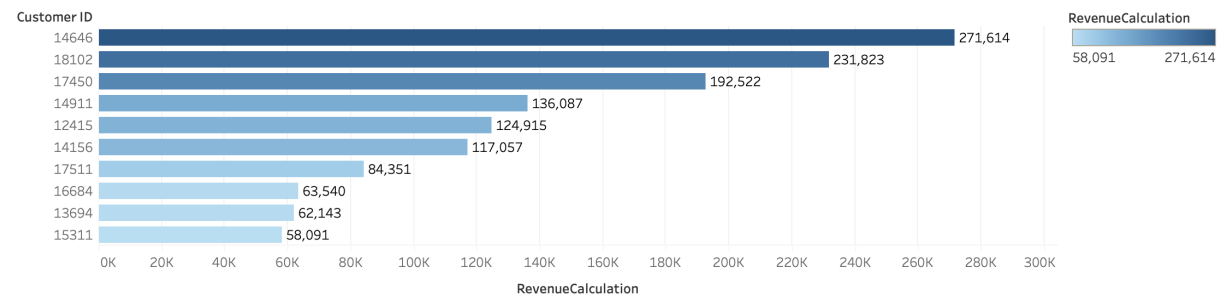


Quantity and RevenueCalculation for each Country. Color shows details about Quantity and RevenueCalculation. The marks are labeled by Quantity and RevenueCalculation. The data is filtered on Invoice Date Year, Check1 (Quantity) and Check2 (Unit Price). The Invoice Date Year filter keeps 2011. The Check1 (Quantity) filter keeps More Than 1. The Check2 (Unit Price) filter keeps More Than 0. The view is filtered on Country, which has multiple members selected.

## 2.

- High-potential markets: Netherlands, Ireland, Germany, and France.
- Tailor strategies: Customize approaches for each top-performing country.

### The revenue generated by the top 10 customers.

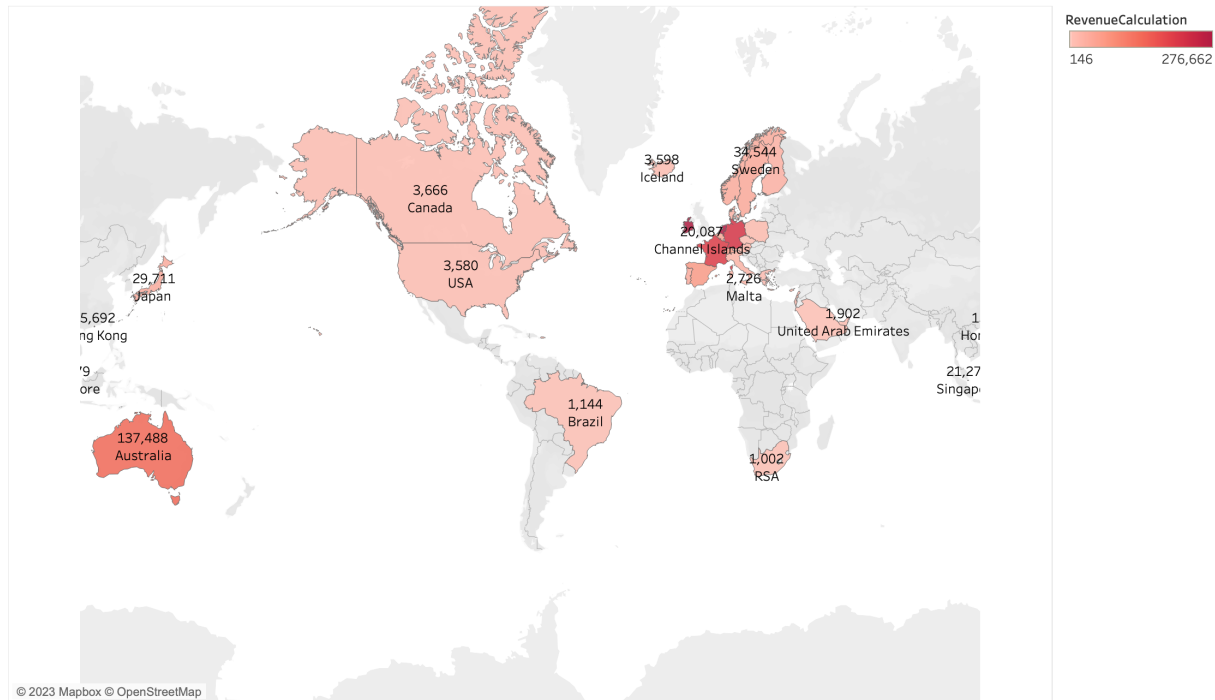


Sum of RevenueCalculation for each Customer ID. Color shows sum of RevenueCalculation. The marks are labeled by sum of RevenueCalculation. The data is filtered on Check1 (Quantity), Check2 (Unit Price) and Invoice Date Year. The Check1 (Quantity) filter keeps More Than 1. The Check2 (Unit Price) filter keeps More Than 0. The Invoice Date Year filter keeps 2011. The view is filtered on Customer ID, which has multiple members selected.

### 3.

- Minimal variation in top consumer purchases.
- Expand customer base for diversified revenue.
- Personalized engagement for loyalty and growth.

#### Regions have the greatest demand for their products besides the United Kingdom



Map based on Longitude (generated) and Latitude (generated). Color shows sum of RevenueCalculation. The marks are labeled by sum of RevenueCalculation and Country. Details are shown for Country. The data is filtered on Check1 (Quantity), Check2 (Unit Price) and Invoice Date Year. The Check1 (Quantity) filter keeps More Than 1. The Check2 (Unit Price) filter keeps More Than 0. The Invoice Date Year filter keeps 2011. The view is filtered on Country, which excludes United Kingdom and Null.

4.

- Key revenue regions: Netherlands, Ireland, Germany, France, and Australia.
- Promising potential in the American region.
- Untapped markets in Africa and Asia (excluding Russia).

## Conclusion

- Seasonal growth opportunity: Leveraging the strong seasonal pattern observed from September to November can drive substantial revenue growth.
- Focus on high-potential markets: Directing resources and strategies towards the Netherlands, Ireland, Germany, and France can unlock significant expansion opportunities.
- Explore new markets: Investigating untapped regions such as Africa and Asia can open doors to new revenue streams and expand our global presence.