



Online Retail Store

@Shreya_Sonal

Senior Management Team

Myself

Consultant



CEO



CMO

@Shreya_Sonal

AGENDA

Senior
Management

- Wants to understand business and key strengths of company.
- Identify Opportunities which will lead to growth and generate more revenue.

CEO

- Qualitative Metrics
- Quantative Metrics

CMO

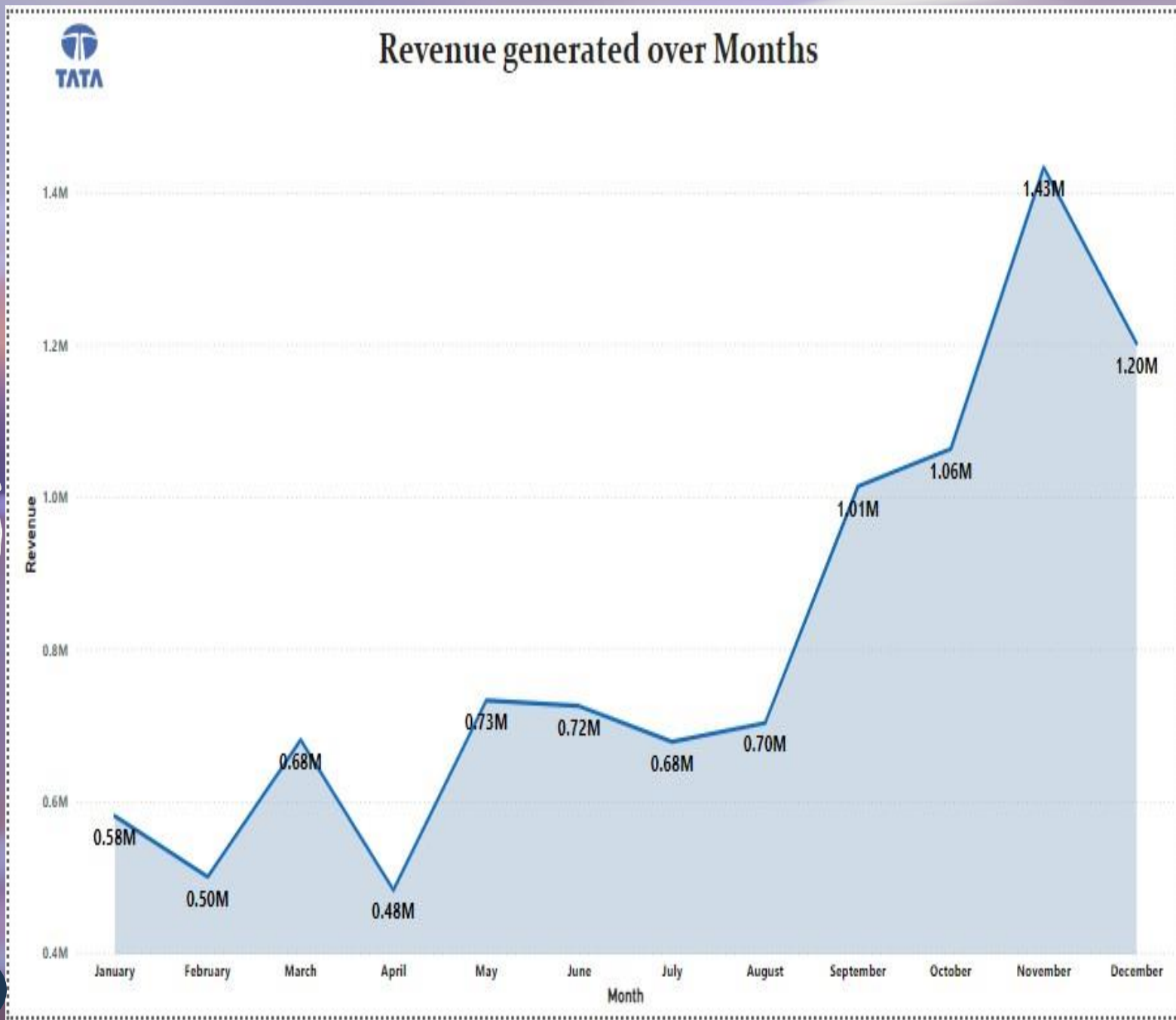
- Qualitative Metrics
- Quantative Metrics

Conditions:
(Get rid of bad datas)
Quantity not below one unit.
Unit Prices not below zero dollar.

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.

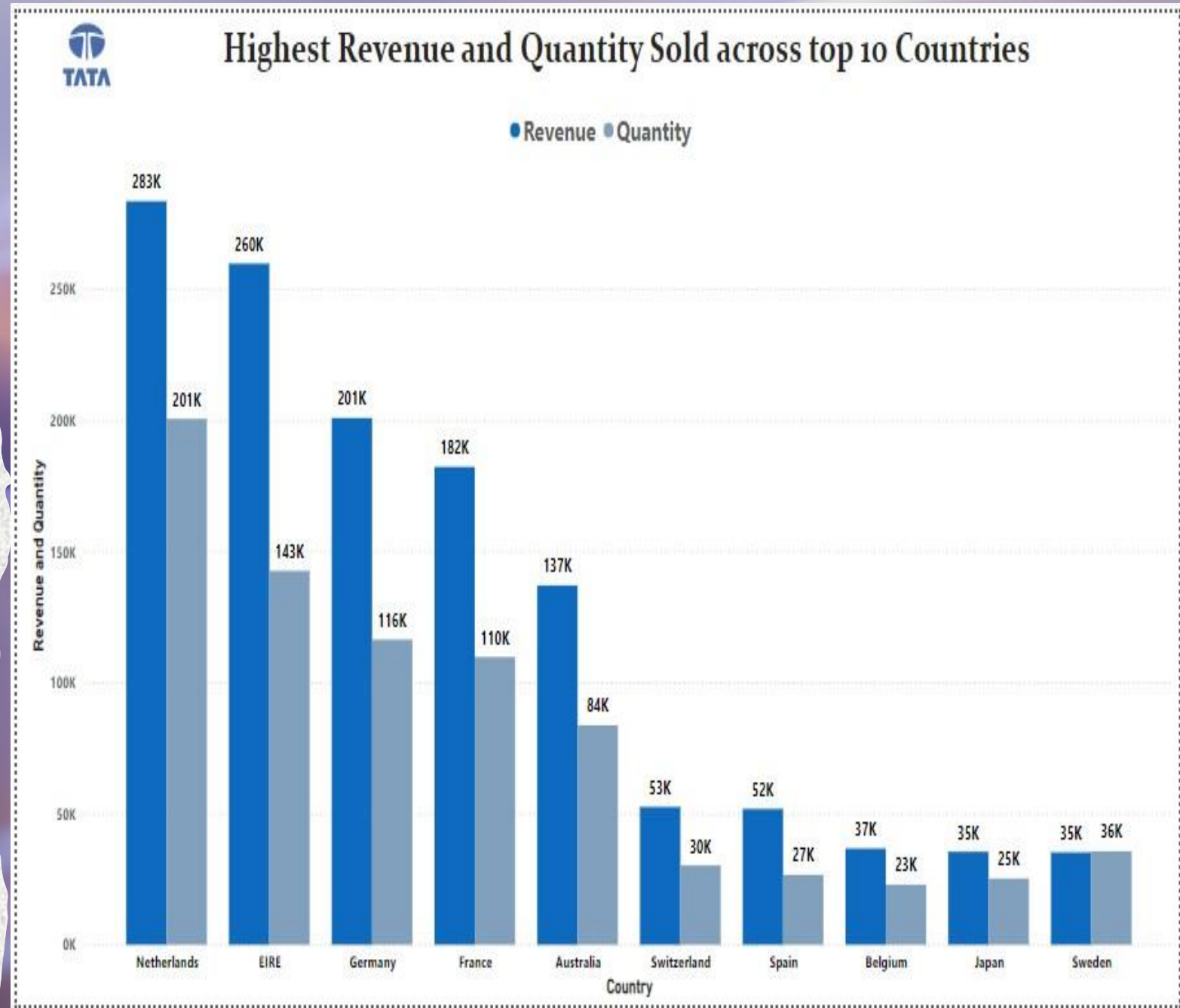
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Question 2

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.

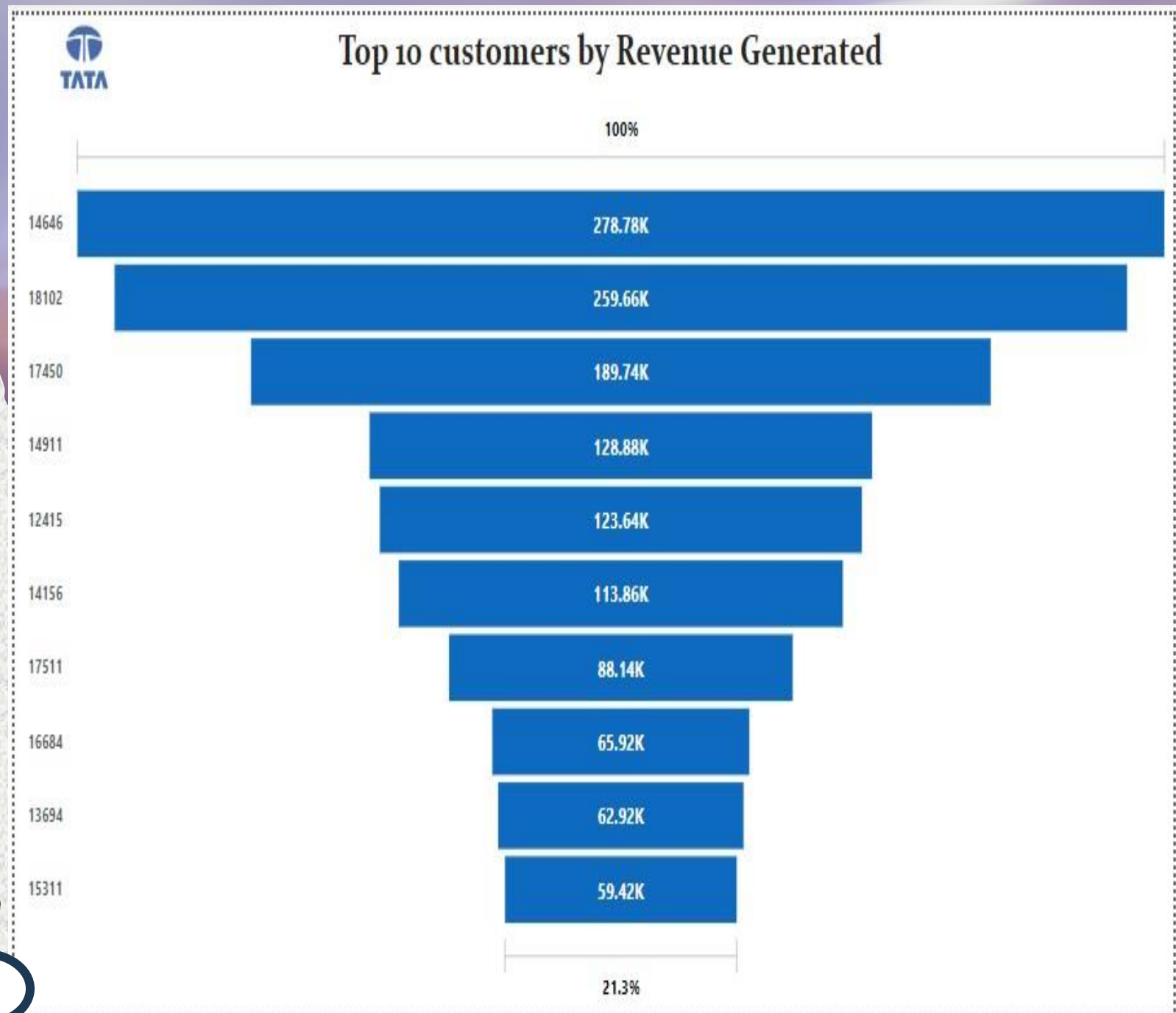
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Question 3

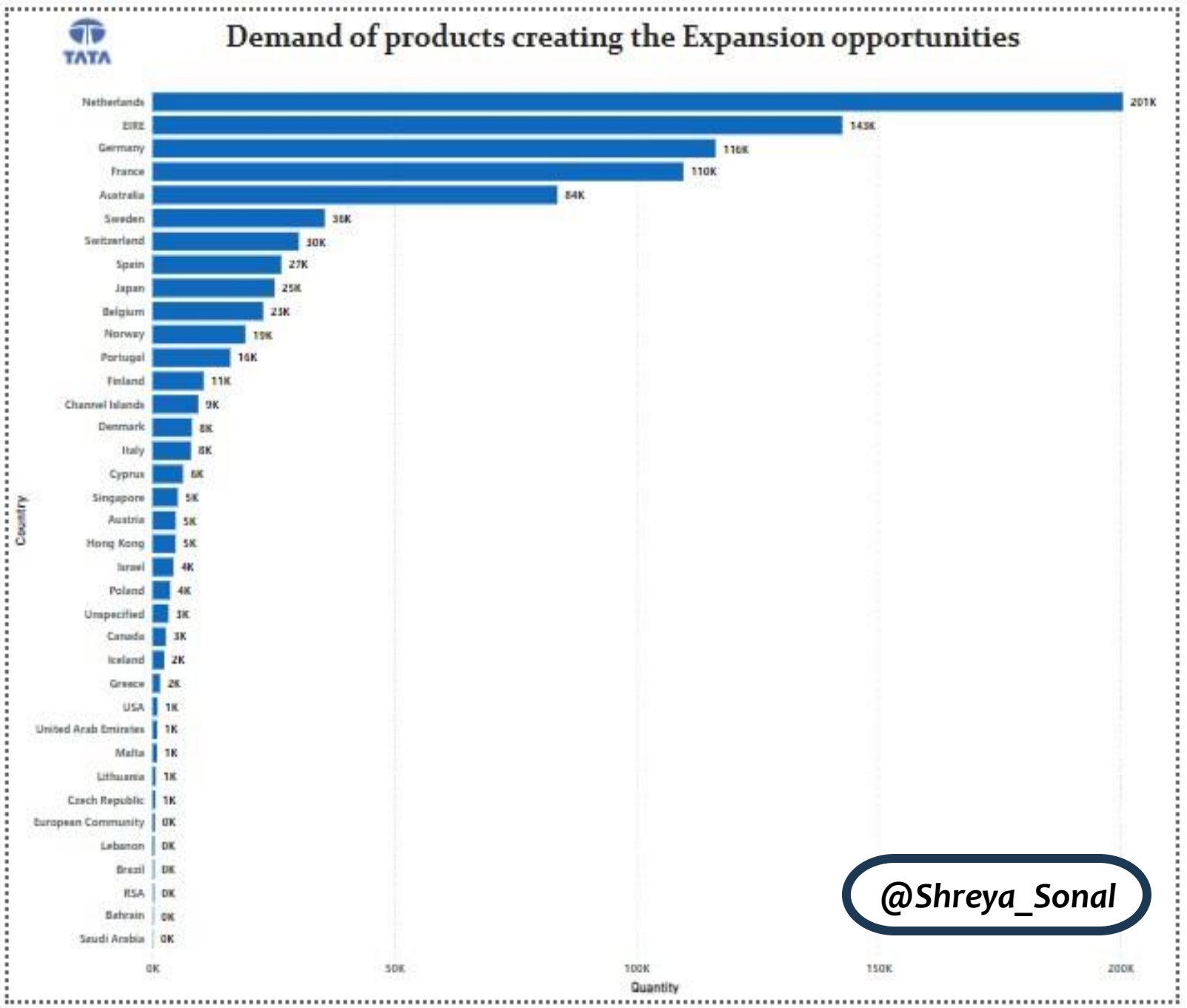
The CMO of the online retail store wants to view the information on the top 10 customers by revenue. He is interested in a visual that shows the greatest revenue generating customer at the start and gradually declines to the lower revenue generating customers. The CMO wants to target the higher revenue generating customers and ensure that they remain satisfied with their products.

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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.





Conclusion

In conclusion, the analysis highlights several key insights for the CEO and CMO. The exceptional revenue growth starting in September underscores a critical seasonal opportunity, while the focus on high-margin countries like the Netherlands, Ireland, Germany, and France reveals areas for potential market expansion. Additionally, the balanced revenue contribution from the top 10 customers indicates a healthy business model with low customer bargaining power. Finally, investing in high-revenue regions and developing targeted strategies for lower-performing areas can significantly enhance sales and profitability. By capitalizing on these findings, the company can position itself for sustained growth in the upcoming year.





Thank You!

Any Questions?



Forage

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Shreya Sonal

Data Visualisation: Empowering Business with Effective Insights

Certificate of Completion

August 7th, 2024

Over the period of August 2024, Shreya Sonal has completed practical tasks in:

Framing the Business Scenario
Choosing the Right Visuals
Creating Effective Visuals
Communicating Insights and Analysis

Tom Brunskill
CEO, Co-Founder of
Forage