

DATA STORYTELLING

Introduction

In this presentation, we will go through the company's sales performance for the years 2010 and 2011.

I appreciate the opportunity given to me to dive into this data to gain insightful information about the store's performance.

All the necessary steps were taken to ensure that the analysis is accurate and correct.

I cleaned up the data that was provided to me by removing all the negative values in the unit price and quantity column and also filtered the data as required for all the visualization.

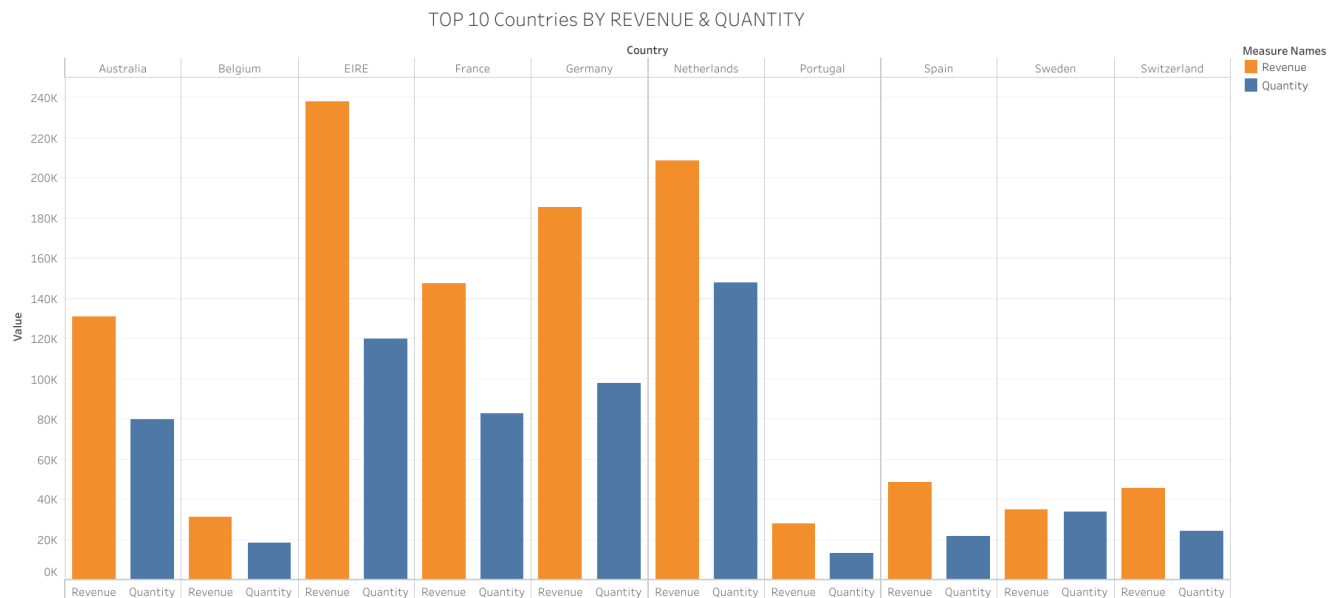
Revenue by Month 2011

- The first 8 months had stable monthly revenues with minor fluctuations. The average revenue was \$685,000.
- We had a significant increase in revenue from September with the revenue peaking at \$1.06 Million in November and an average of 21.18% increase in revenue from August to November.
- The revenue trend from August to December demonstrates how seasonality affects retail store sales



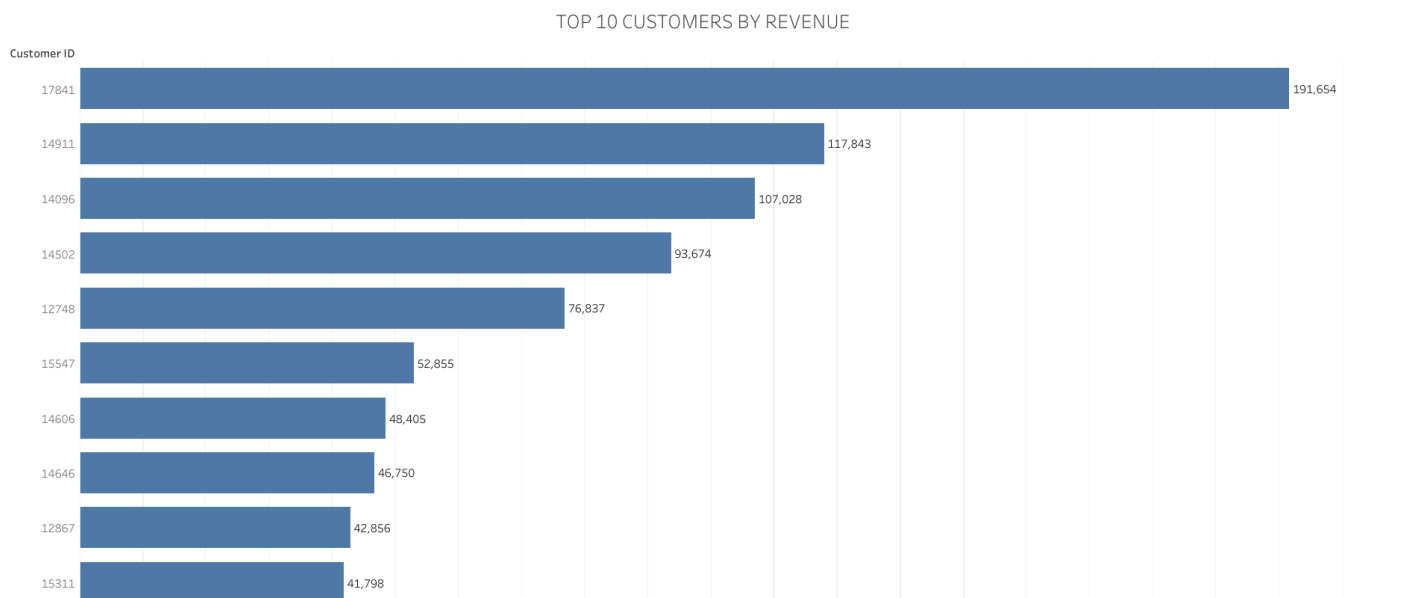
Top 10 Countries by Revenue and their Quantity

- This chart represents the top 10 countries in the revenue and the quantities bought in these countries except The United Kingdom.
- There is no major difference between the revenue and the quantity of goods sold in these countries, showing a high purchasing power in these countries.
- These countries represent regions with the highest potential to generate more revenue that management needs to focus more on in terms of marketing strategies.



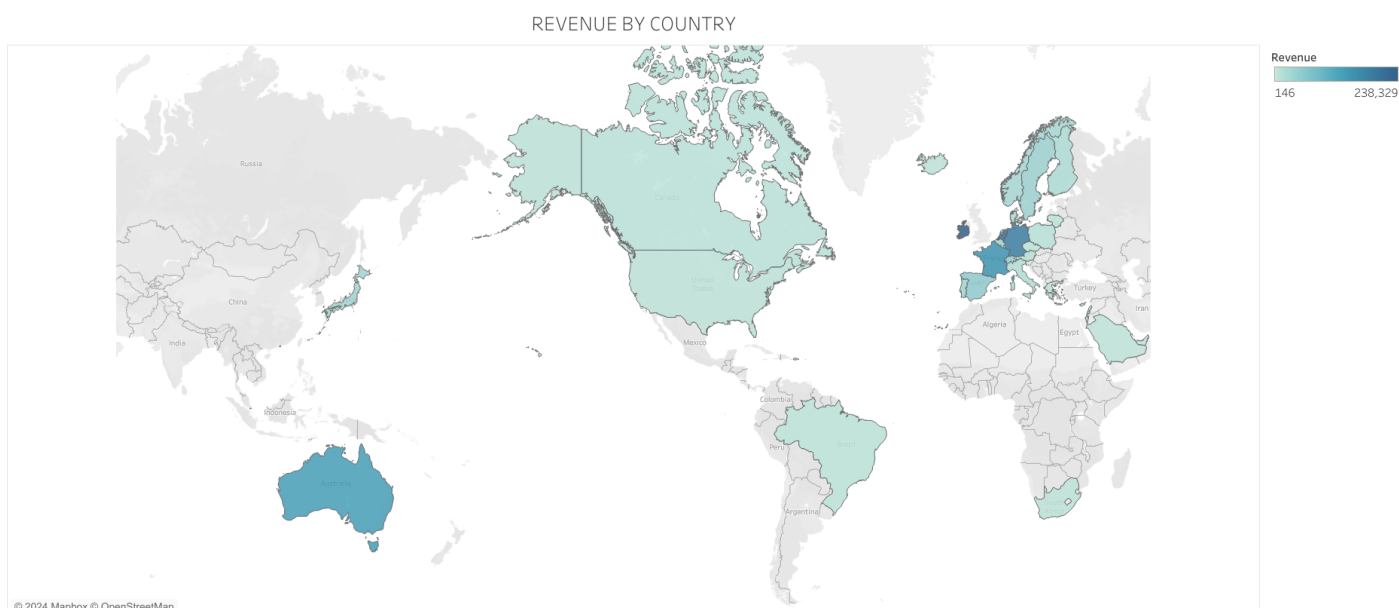
Top 10 Customers by Revenue

- This chart shows that there is no major difference between the top 10 customers in terms of revenue generated.
- The average difference is revenue between the top 10 customers in 15.8%.
- The company can aim to strengthen the relationship with these customers to increase customer loyalty and retention and ultimately drive more sales a revenue for the company.



Revenue by Countries

- The map chart concludes by comparing the places that have produced the greatest revenue to those that have not.
- The map also reveals that the majority of sales occur only in the European zone , with a small number in American region.
- Along with Russia, there is no market for the items in Africa or Asia.
- The company can concentrate on the European market more and dive deeper into countries in the region to come up with strategies that will maximize sales from each country in the region alongside Australia and Japan



For further details use the Tableau link

https://public.tableau.com/views/ONLINE_RETAIL_17068018197290/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link