

Task 2: Choosing the Right Visuals

Q1. 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.

Visual: A line chart is the simplest way to represent time series data. This Time series chart shows the progression of revenue growth through the months of year 2011. It lets you track the revenue growth tempo, identify time periods when revenue declined, and the seasonal trends demonstrated the frequency in increase of Revenue of Online Retail Store Sales.

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.

Visual: Bar chart is compatible to show the total Revenue and the quantity sold over the top 10 highest revenue generating Countries. In this chart the statistic of UK is excluded since it is not required for the analysis.

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 of retail store.

Visual: A column chart determines the sum of Revenue generated by the top 10 customers (Id based). However, this chart shows that the highest part of revenue is being generated by limited customers on which the retail store cannot rely for consistent revenue perhaps it is important to target the limited customers and try to increase the number by improve the quality of products & services to make them remain satisfied.

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.

Visual: Let's analyse the data geographically, on this Map view, here we view the entire data (excluding UK) on a single view since the CEO is more interested in viewing countries that have lucrative opportunities for business expansion, I have excluded UK from this map.

By the demand size for the products over quantity, it is clearly plotted that the countries like Netherlands, Ireland, Germany, France, Australia, Switzerland, and Spain generate huge profits. However, the map reveals that majority of the revenue is being generated in the European region and scarcely less in America, Canada, Australia, Singapore, Japan, Hongkong, Brazil and almost nothing in other regions.