TATACS ONLINE RETAIL

2011 REVENUE REPORT

Prepared by Titi Oni, 2023

Business Requirement

Key strategic insights for the CEO and CMO of TATACS Online Retail

What are we doing well?

How do we Strategically plan for next year?

Income Source

Region, Product, Customer

Demand

Any Seasonality?

Operations

What did we do/ when/impact?
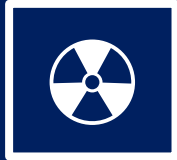
Customer Segmentation

Understanding our customers

Loyal Customers

Ensuring Repeat Business

Marketing

Targeting

Requirements
-Data Quality
-Data Cleaning
-ETL Process
-Data Visualization
-Business Intelligence

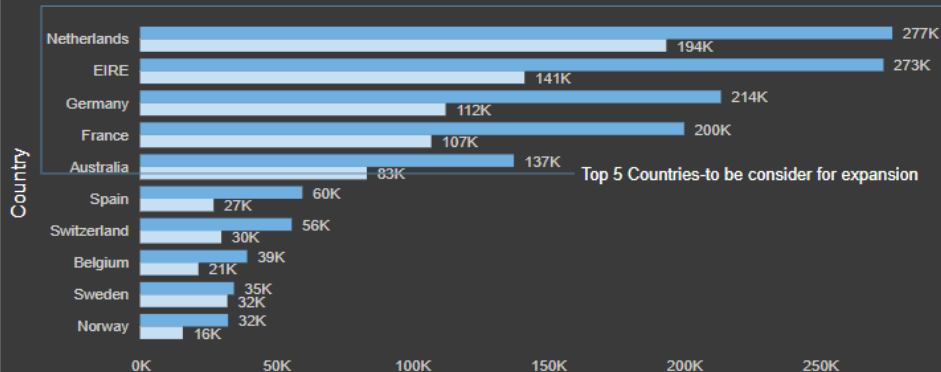What are the opportunities for expansion?
(With the exclusion of United Kingdom that is the current Cash Cow accounting for over 84%)

Sources of Income

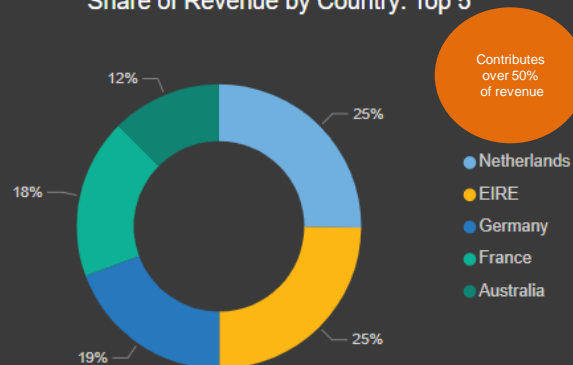Region, Products, Customers
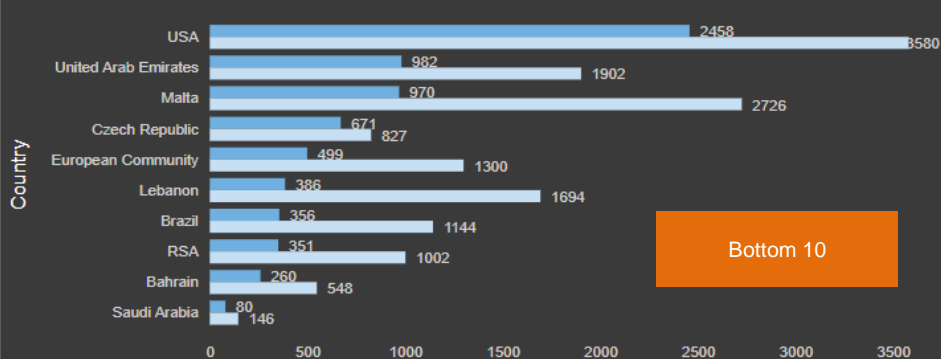

Top 10 Countries by Revenue

Share of Revenue by Country: Top 5

Sum of Quantity and Sum of Revenue by Country

Positioning for Seasonality in Sales

Optimizing cash flow and stocking requirements
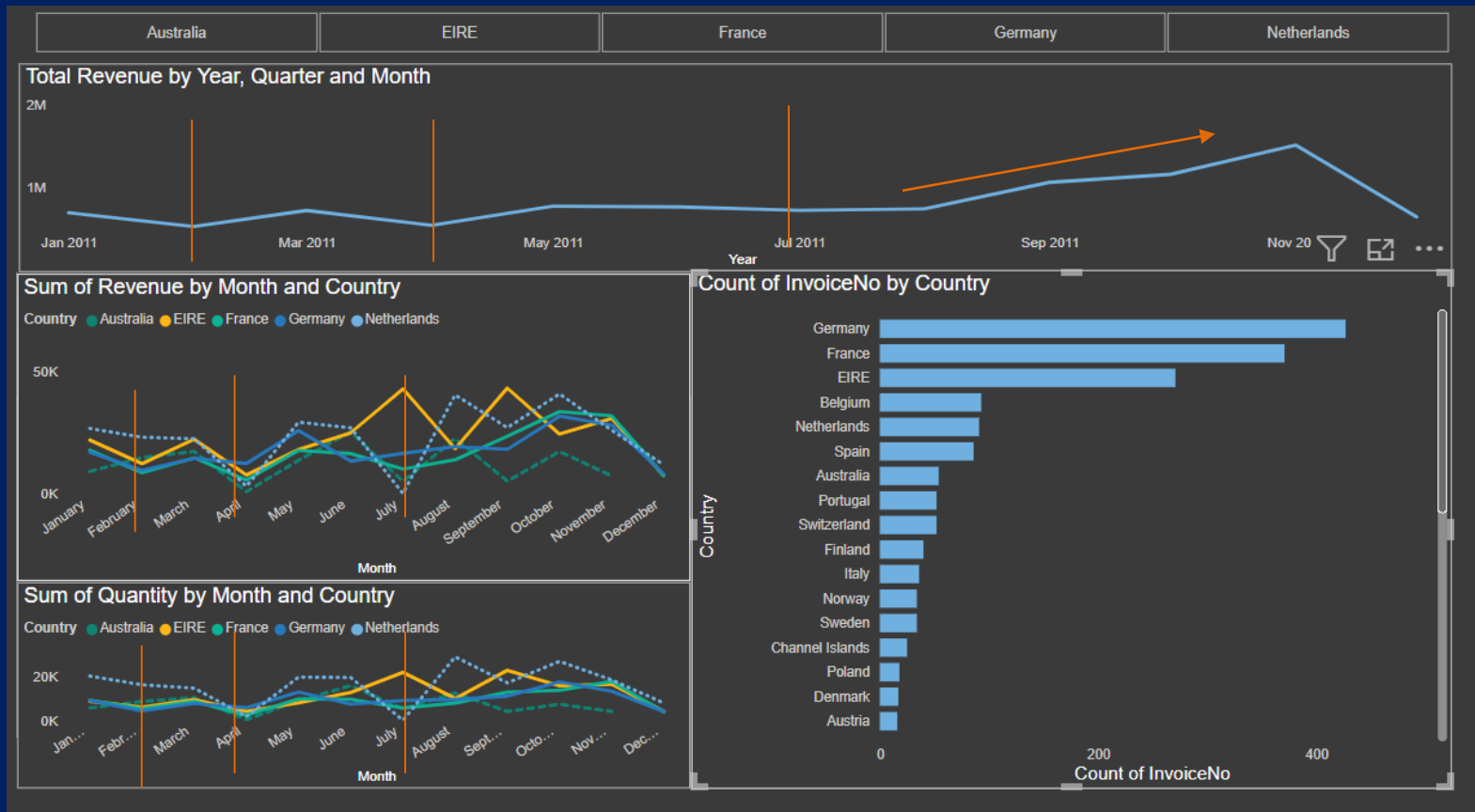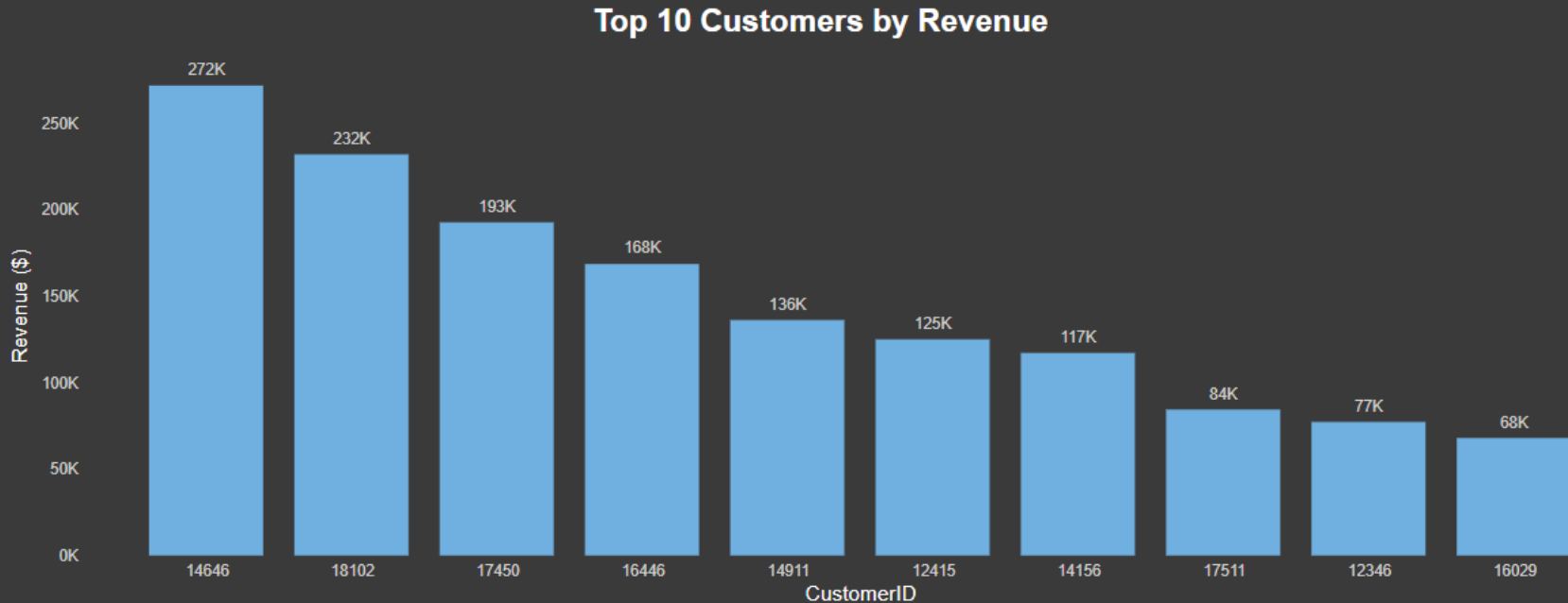
Demand by Region

The Next Move
Our Recommendation for strategic planning and Expansion

1

Countries to consider for expansion based on income Source(revenue) and product demand:

1. Netherlands
2. EIRE
3. Germany
4. Franca
5. Australia

Limitation:
The organization needs to consider the Cost of Sales, expansion and other expenses, the PESTLE and SWOT Analysis before expansion.

Net Profit would be a better indicator. However, the details are however not available.

2

Position for seasonality in Sales, in relation to the Top 5 countries.

Sales dipped across board in February, April and July. However, EIRE remained resilient in July.

Sales generally increased from August to November in the month under review

Further research would be required to understand why and also understand if there were particular products in high demand or customers.

The marketing team should pay attention to the months, products and customers to increase sales.

3

The customer base is diversified the diversification is not highly dependent on a few customers,

The marketing team can further target loyal customers to increase sales and consider customer segmentation to increase the customer base and target more customers that would bring more revenue to the store.

4

On data quality for the technical team and data Availability:

1. There is a substantial number of customers without customer IDs (null) the sum total of their revenue is subst antial

2. In the country column, some revenue where unspecified (not allocated to a country), there is not enough information to delete or say it is irrelevant.

Thank you

Questions, Comments, Feedback

TataO Online Retail Data Set Analysis

Software used:
- – Excel
- – PowerBI

Data Process
- – Problem statement and understanding of need-
  - • Gathered requirements, and understood metrics/measures required.
- – Data Inspection & Cleaning
  - • Checked for validity (i.e. price should not be less than or equal to zero and quantity less than zero)
  - • *Removed data that fell into this set*
  - • Checked for completeness (missing data)- removed null rows
  - • Customer ID and Description had empty rows
- – -In the country column, some revenue where unspecified (not allocated to a country), there is not enough information to delete or say it is irrelevant. Would need to elicit more information in this regard.
  - • Data type conversation for validity-

Quantity (should be whole numbers not text), country (categorized as country- Geo), customer ID (from number to text)
  - • Checked for uniformity in format and measurements- Good
  - • Enriching, create new column- Revenue
- – Data Integration – using Power BI- Power Query – ETL Process
- – Visualisation
- – Descriptive Statistics
- – Business Intelligence

BUSINESS REQUIREMENT

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CLASS PROJECT ON POWER BI

QUESTION

Your manager wants to see a report on your latest sales figures. They've requested an executive summary of:

- Which month and year had the most profit?
- Where is the company seeing the most success (by country)?
- Which product and segment should the company continue to invest in?
- Give reasons why the company should continue to invest in that segment and product mentioned above

Using the sample finance workbook in the attachment to build this report in no time.

In the assignment, you should:

- Prepare your data with a few transformations
- Build a report with a title, using different visuals, and a slicer
- Present your report in class showing case your understanding of the analysis

Worldmap style

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Get data
Excel workbook
Data hub
SQL Server
Enter data
Dataverse
Recent
Transform
Refresh
New
Text
More
New
Quick
Sensitivity
Publish

Data

Auto recovery contains some recovered files that haven't bee

Delish Juices Yummies

$8.0M
Total Sales

YTD Trend

Jan 20... Mar 2021 May 20...

$3.8M
Total Cost

$4.2M
Total Profit

52.9%
Profit %

323K
Total Customers

$24.8
Sales per customer

Sales by Country

| India	USA	UK	New Zealand	Australia	Canada
$1.4M	$1.4M	$1.4M	$1.3M	$1.3M	$1.3M

Our people

Picture	Sales person	Profit %	$ per Cust		
	Curtice Advani	62.4%	$25.8	👍	
	Kaine Padly	61.8%	$27.9	👍	
	Brien Boise	57.3%	$23.2	👍	
	Gigi Bohling	55.1%	$28.5	👍	
	Jan Morforth	55.1%	$24.9	👍	
	Oby Sorrel	54.9%	$23.3	👍	

Our Products

Product	Total Profit	Profit %	$ per Cust	
Peanut Butter Cubes	$337.491	89.3%	$27.2	⭐
Smooth Silky Salty	$334.711	86.6%	$24.9	
Choco Coated Almonds	$318.046	84.0%	$25.0	
Fruit & Nut Bars	$307.662	77.0%	$27.2	⭐
Orange Choco	$270.079	72.5%	$24.4	
99% Dark & Pure	$248.238	63.2%	$27.2	⭐
Caramel Stuffed Bars	$243.893	60.9%	$26.8	⭐
70% Dark Bites	$240.035	64.9%	$27.0	⭐
Mint Chip Choco	$228.964	68.3%	$24.1	
Raspberry Choco	$217.680	72.4%	$23.2	
Milk Bars	$215.075	61.1%	$24.1	
Manuka Honey Choco	$207.235	51.2%	$24.0	
White Choc	$201.299	58.0%	$25.3	⭐
Almond Choco	$198.002	61.4%	$21.2	
50% Dark Bites	$166.988	49.2%	$25.2	⭐
Drinking Coco	$160.036	40.8%	$25.5	⭐
Eclairs	$124.165	39.9%	$25.6	⭐
85% Dark Bars	$99.934	27.0%	$24.3	
Organic Choco Syrup	$93.369	23.9%	$25.7	⭐

Build visual

Search

location

people

product
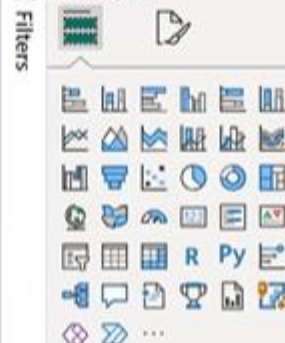
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Drill through
Cross-report   Off
Keep all filters   On

Add drill-through fields here

sales

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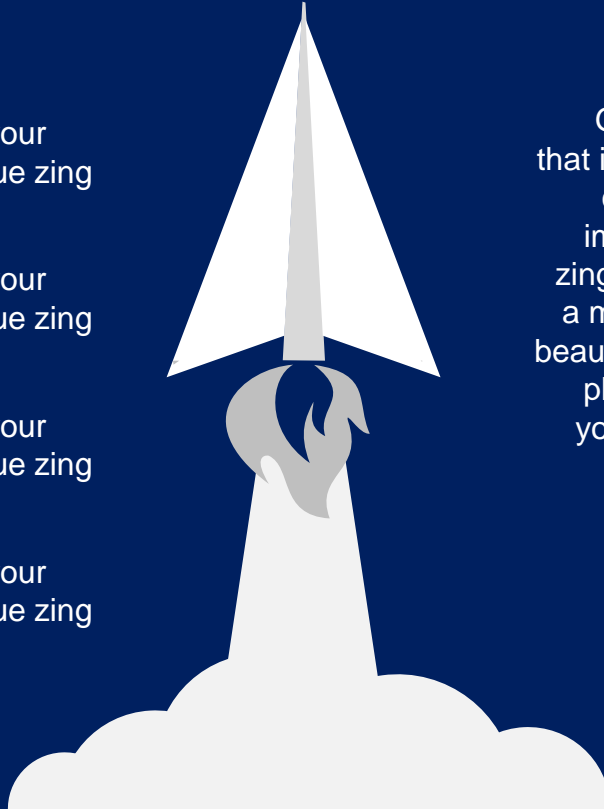
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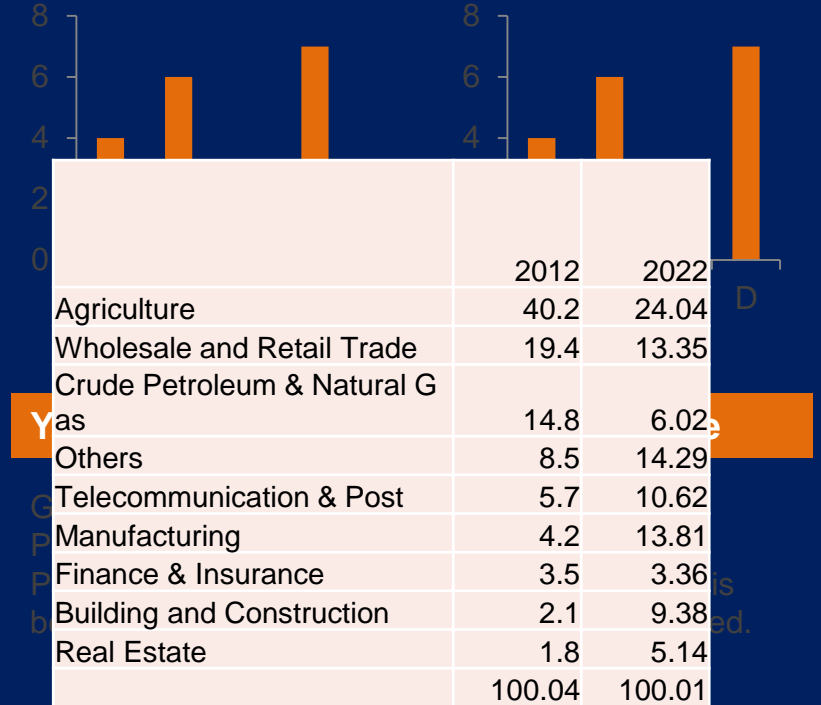
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	2012	2022
Agriculture	40.2	24.04
Wholesale and Retail Trade	19.4	13.35
Crude Petroleum & Natural Gas	14.8	6.02
Others	8.5	14.29
Telecommunication & Post	5.7	10.62
Manufacturing	4.2	13.81
Finance & Insurance	3.5	3.36
Building and Construction	2.1	9.38
Real Estate	1.8	5.14
	100.04	100.01

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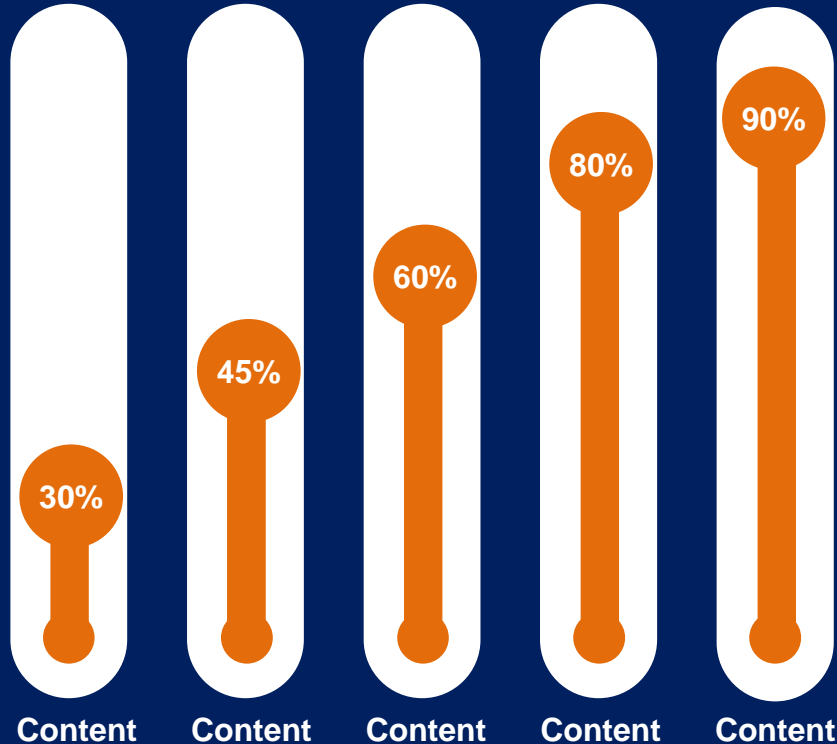
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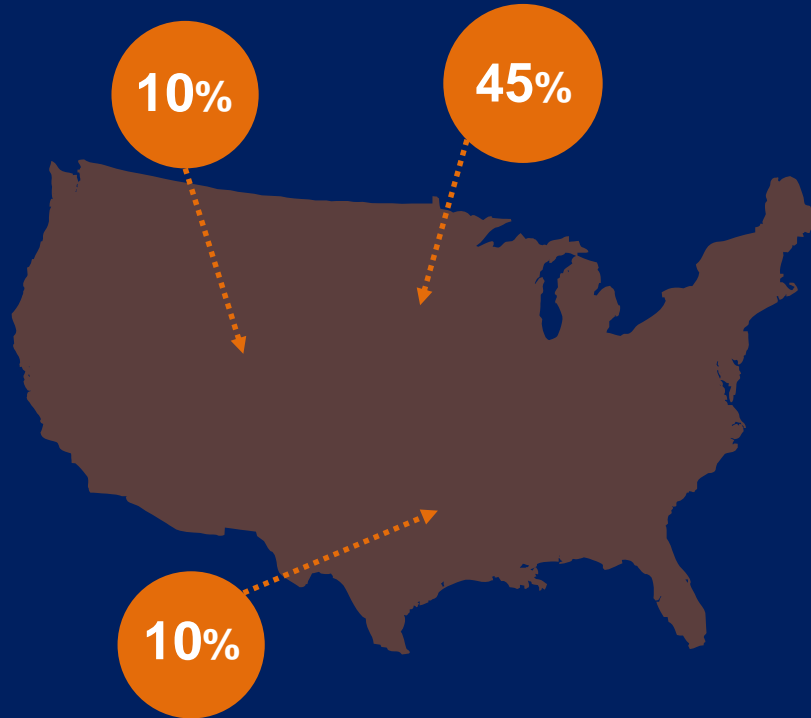
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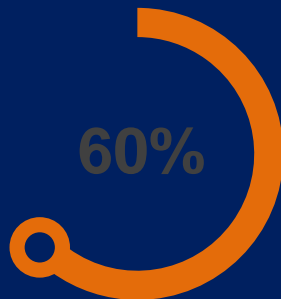
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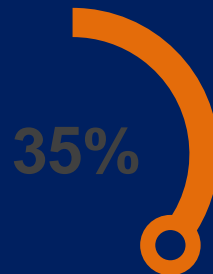
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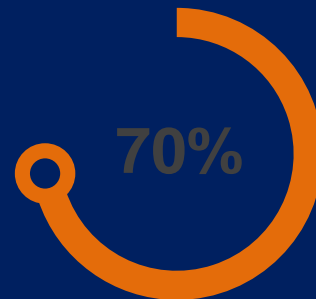
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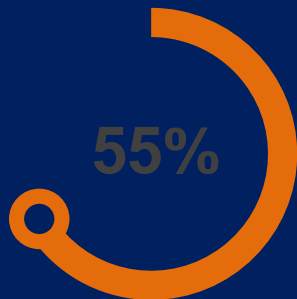
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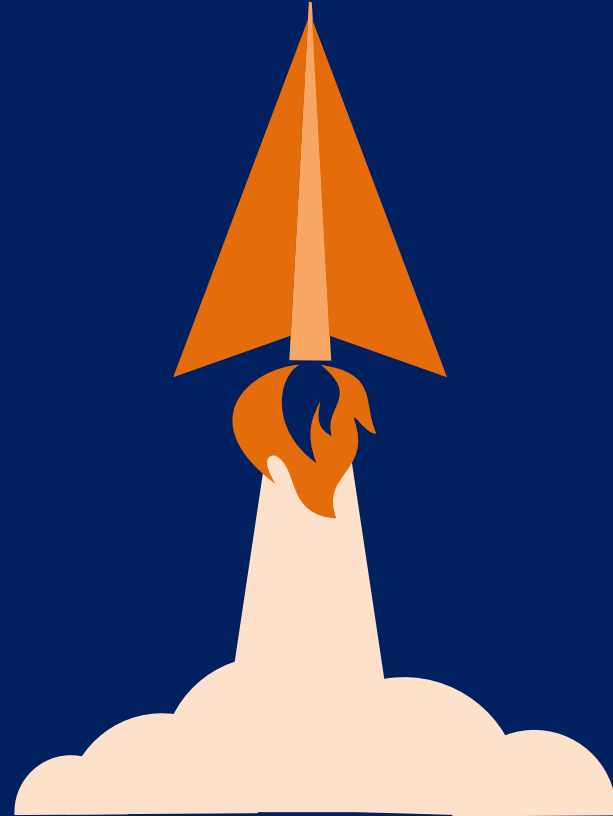
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