We have gathered here to discuss about the analysis our team has done to help our client in understanding where there current online store business stands and what are the future prospects for expansion of business.

Our team gathered data which had the customer ids, quantity ordered by them ,countries they belong and price and description of quantities in an excel sheet.

The data needed cleaning at the quantities were in negative because of returned items and unit price was also below 0 in some cases.

We cleaned the data to provide accurate analysis by excluding such data using filters.

So now coming to our problem statements or questions being put on by the client:

1. Total revenue generated by store in 2011 is maximum in the month of Nov .It was 1.51M.Reason being holiday season around the corner.Store can provide more offers and discounts in oreder to increase sales in months like Feb which had lowest revenue.
2. Maximum revenue was generated by Netherlands around 0.29 M followed by EIRE 0.28M,Germany 0.23.Other in the lead were France,Australia,Belgium,Japan.Business can work on expanding in these countries.
3. Customer 14646 topped the chart generating 0.28M revenue. Cutomer is from Netherland followed by 18102 from UK generating 0.26M revenue.We found out top 10 customers as per client requirements.Some additional offers and coupons can be given to these top customers to gain their loyalty in future.
4. A map has been created showing all the countries and the quantities being sold.Topping the charts here are Netherlands, followed by EIRE and Australia.Include more products in the selling list for these countries.

If client need further analysis in this which can help them in their business expansion,Tata team is happy to help.

Please put on the questions if you have any.