TATA
Data
Visualization

Introduction

Hello, 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 business performance.

- And How to think from the perspective of business leaders to analyse data more effectively and How to prepare for a meeting with senior leaders such as CEO And CMO.

Process

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.

I created a new measure, where I used DAX Function to calculate the Total Revenue from quantity and price units and Also Provide Some Cards with Filter Where You Can See Directly some Informative Data.
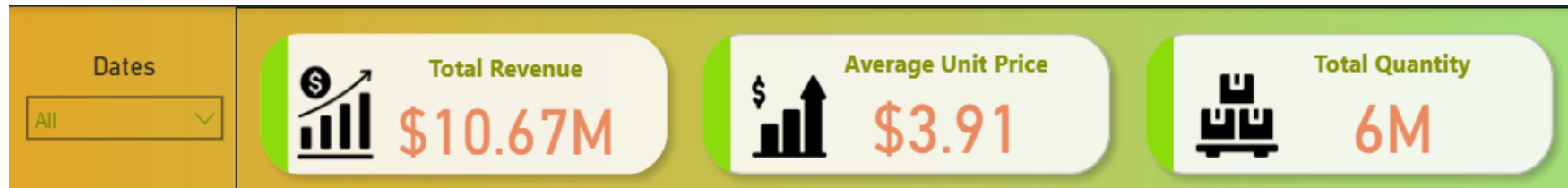
Revenue by Month 2011

- 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 $1.15 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


Total Revenue By Month 2011
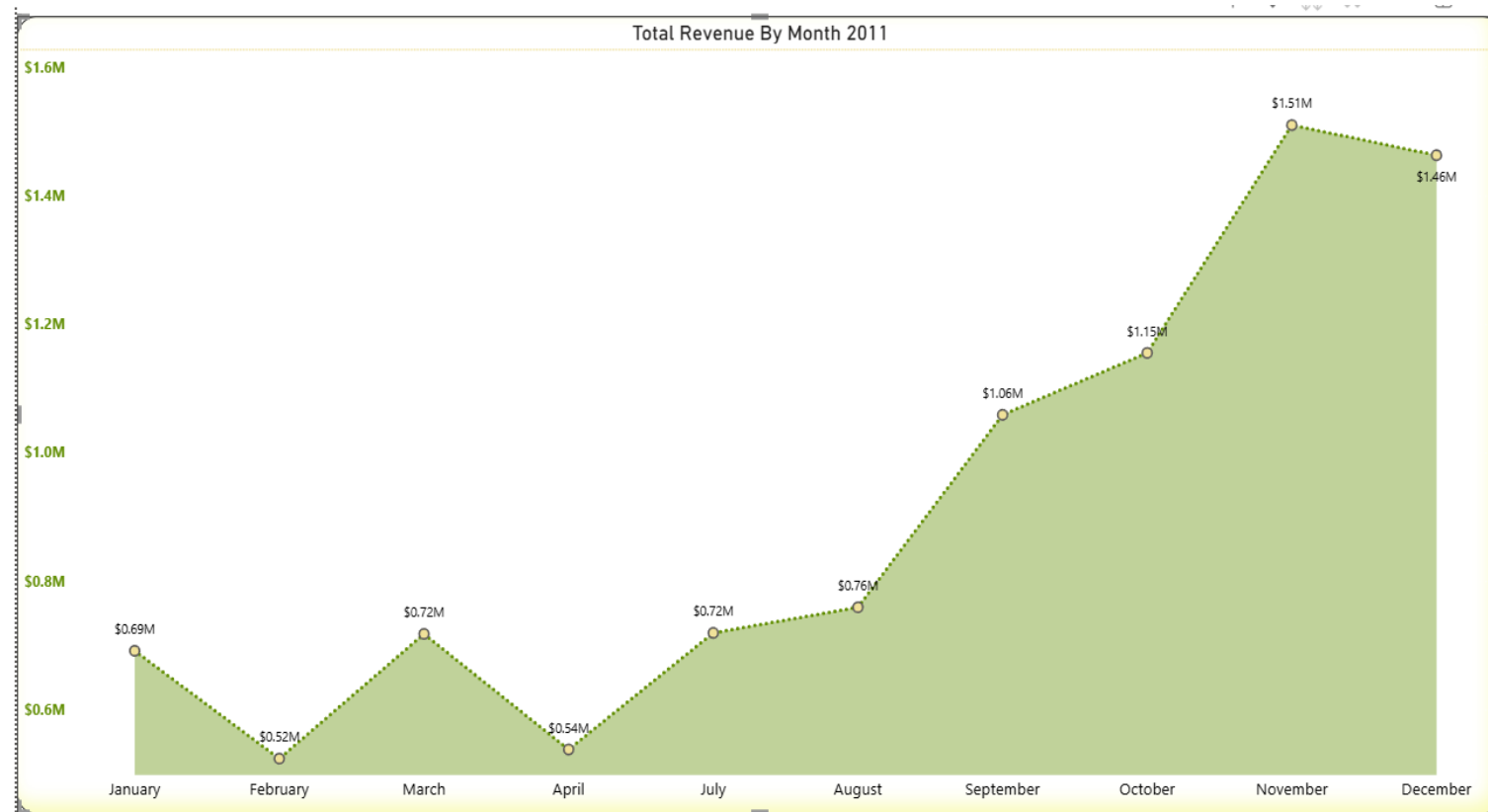
Top 10 Countries by Revenue and their Quantity

- 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
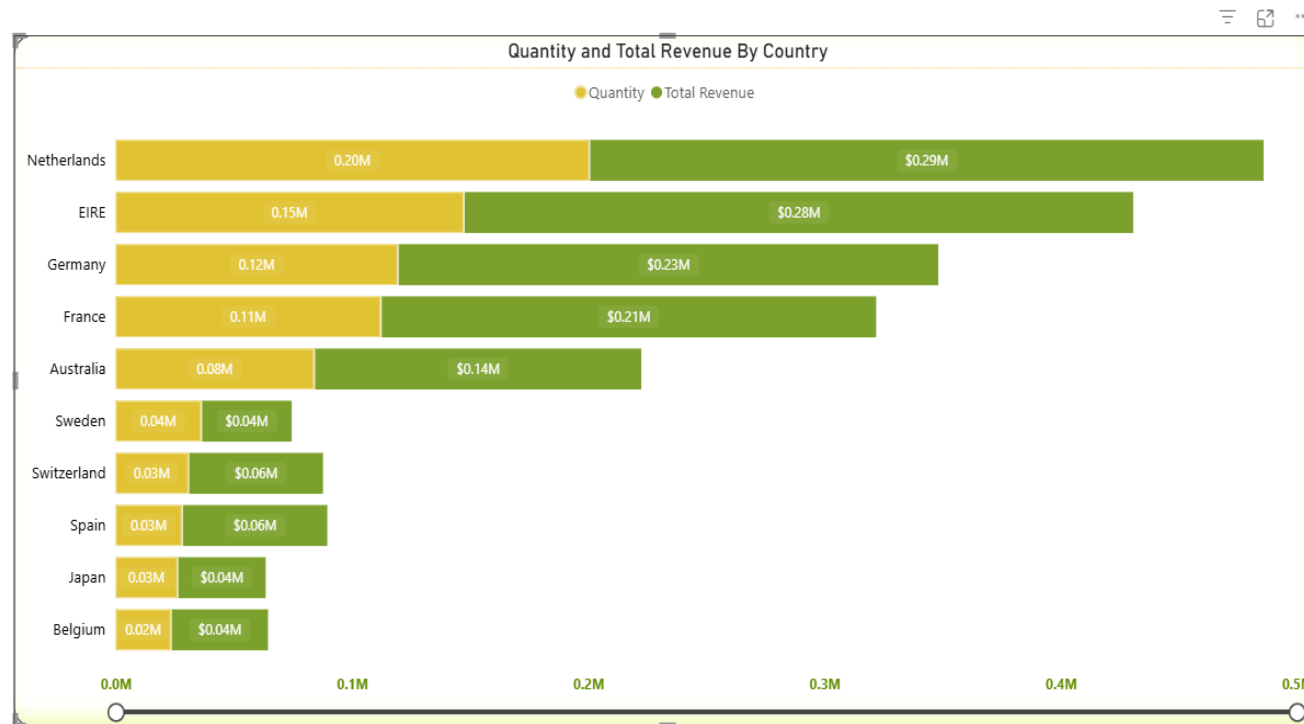
Top 10 Customers by Revenue

- This charts show 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 and revenue for the company.

Revenue By Top 10 Customer
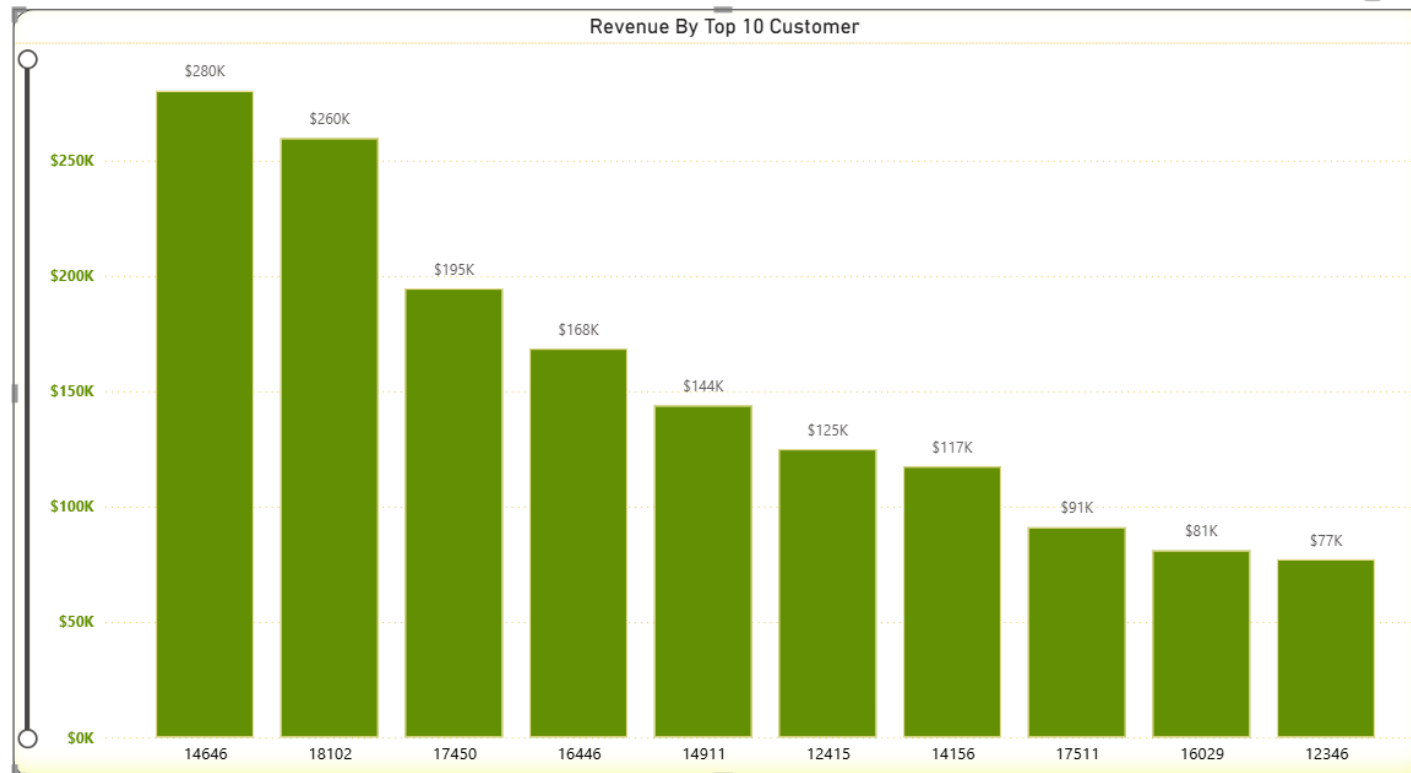
Revenue by Countries

- The map chart concludes by comparing the places that have produced the greatest revenue to those that have not done.
- 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

Recommendations

- The company should come up with strategies that aim at stocking and advertising seasonal products to maximize sales when the demand for these goods goes up.

- The company should do deeper analysis of products that are usually in high demand during low sales months to come up with strategies for marketing these products such as Year-Over-Year (YOY) growth Rate %, MOM growth Rate %.

- A deeper dive into the type of products and the revenue generated from these products for each region would be key in guiding region, specific marketing strategies.

- The company should consider incentivizing top revenue generating customers to strengthen the relationship with these customers.

- The European market has more potential for growth and the company should aim at strategies that will increase its market positioning in the region.