Retail Store Expansion

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What is the problem ?

The Retail Store Wants to Expand in Other Countries Based on Analyzing the Performance of the revenue over time in addition to other factors in different countries.

Process Until Expansion

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Data cleaning & loading

I 'd to make sure that this un clean data quantity isn't below 1 and the unit price is not below 0. so I loaded the data to the power query and transformed it and made it clean.

1²3 Quantity	UnitPrice
-10	-11062.06
-38	-11062.06
-20	0
-20	0
-6	0
-22	0
-6	0
-2	0
-30	0
-70	0
-130	0
-80	0
-120	0
-80	0
-40	0
-5	0
-12	0
-25	0
-20	0
-14	0
-15	0
-69	0
-3	0

Data cleaning & loading

This is how the clean data should looks like. Then I loaded the data to tableau to start the analysis.

	A	B	C	D	E	F	G	H	I	J	K
1	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country			
2	577829	85231G	amazon	1	11/22/2011 9:55	0		United Kingdom			
3	537640	21232	STRAWBERRY CERAMIC TRINKET BOX	1	12/7/2010 15:31	0		United Kingdom			
4	553719	85017C	adjustment	1	5/18/2011 16:18	0		United Kingdom			
5	545160	22625	RED KITCHEN SCALES	1	2/28/2011 13:31	0		United Kingdom			
6	545160	22559	SEASIDE FLYING DISC	1	2/28/2011 13:31	0		United Kingdom			
7	545160	22666	RECIPE BOX PANTRY YELLOW DESIGN	1	2/28/2011 13:31	0		United Kingdom			
8	545160	22627	MINT KITCHEN SCALES	1	2/28/2011 13:31	0		United Kingdom			
9	546933	22623	BOX OF VINTAGE JIGSAW BLOCKS	1	3/18/2011 11:02	0		United Kingdom			
10	546933	22626	BLACK KITCHEN SCALES	1	3/18/2011 11:02	0		United Kingdom			
11	546933	22627	MINT KITCHEN SCALES	1	3/18/2011 11:02	0		United Kingdom			
12	546933	22692	DOORMAT WELCOME TO OUR HOME	1	3/18/2011 11:02	0		United Kingdom			
13	546933	22685	FRENCH BLUE METAL DOOR SIGN 0	1	3/18/2011 11:02	0		United Kingdom			
14	538071	22585	PACK OF 6 BIRDY GIFT TAGS	1	12/9/2010 14:09	0		United Kingdom			
15	546933	22366	DOORMAT AIRMAIL	1	3/18/2011 11:02	0		United Kingdom			
16	546933	22374	AIRLINE BAG VINTAGE JET SET RED	1	3/18/2011 11:02	0		United Kingdom			
17	546933	22375	AIRLINE BAG VINTAGE JET SET BROWN	1	3/18/2011 11:02	0		United Kingdom			
18	546933	22521	CHILDS GARDEN TROWEL PINK	1	3/18/2011 11:02	0		United Kingdom			
19	553539	22522	CHILDS GARDEN FORK BLUE	1	5/17/2011 15:27	0		United Kingdom			
20	575748	23298	SPOTTY BUNTING	1	11/11/2011 10:21	0		United Kingdom			
21	553539	22523	CHILDS GARDEN FORK PINK	1	5/17/2011 15:27	0		United Kingdom			
22	553539	22646	CERAMIC STRAWBERRY CAKE MONEY BANK	1	5/17/2011 15:27	0		United Kingdom			
23	553539	22520	CHILDS GARDEN TROWEL BLUE	1	5/17/2011 15:27	0		United Kingdom			
24	553539	22519	CHILDS GARDEN BRUSH PINK	1	5/17/2011 15:27	0		United Kingdom			
25	553539	22683	FRENCH BLUE METAL DOOR SIGN 8	1	5/17/2011 15:27	0		United Kingdom			

The insights

To know the requirements towards the expansion we've to know these 4 questions answers ◈ for the year 2011 & excluding England :

What is the revenue performance for each month? ◈

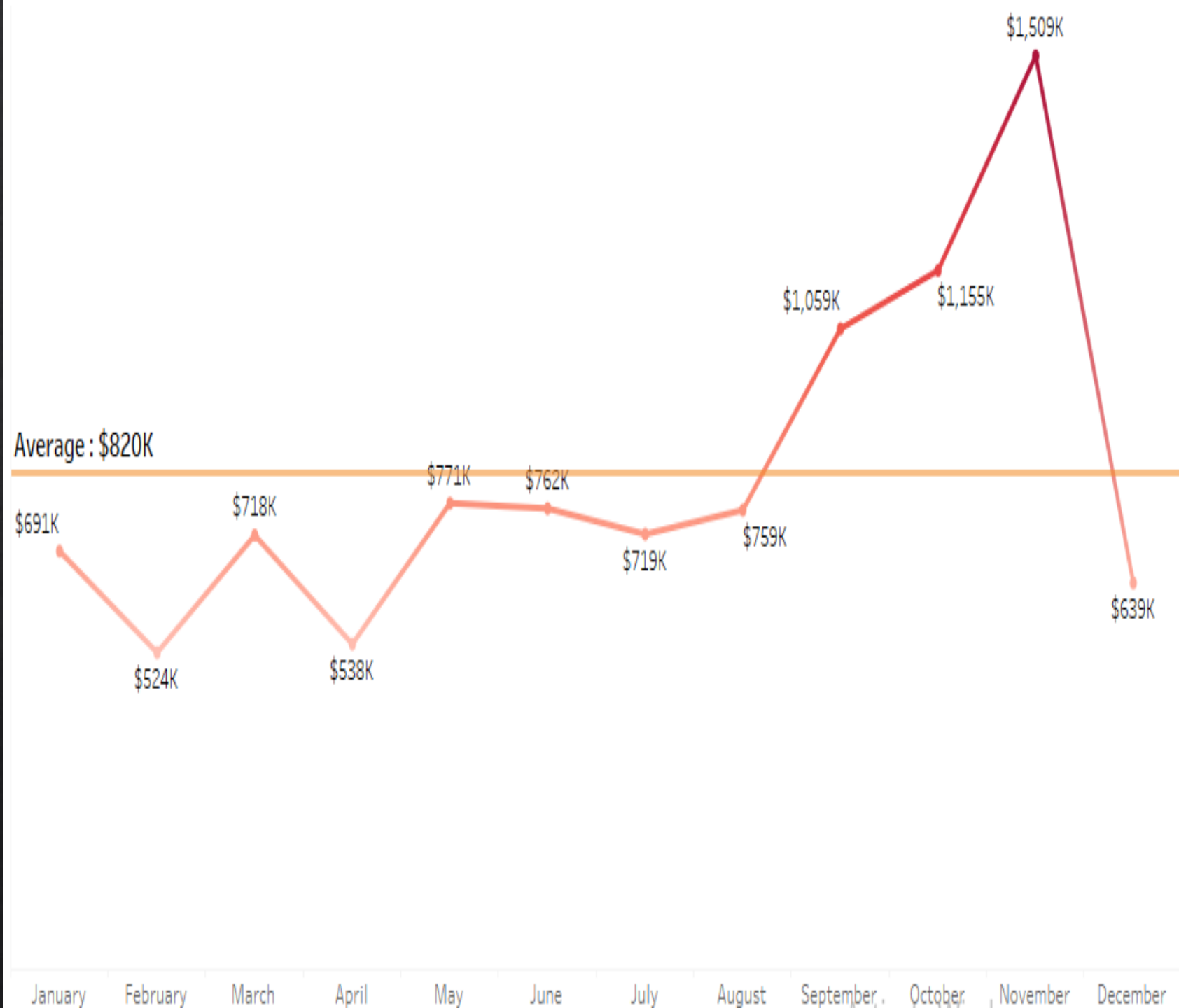What are the top 10 countries in terms of revenue & quantity sold? ◈

Who are the top 10 customers in terms of revenue? ◈

Among all the countries which ones(region) has the highest demand? ◈

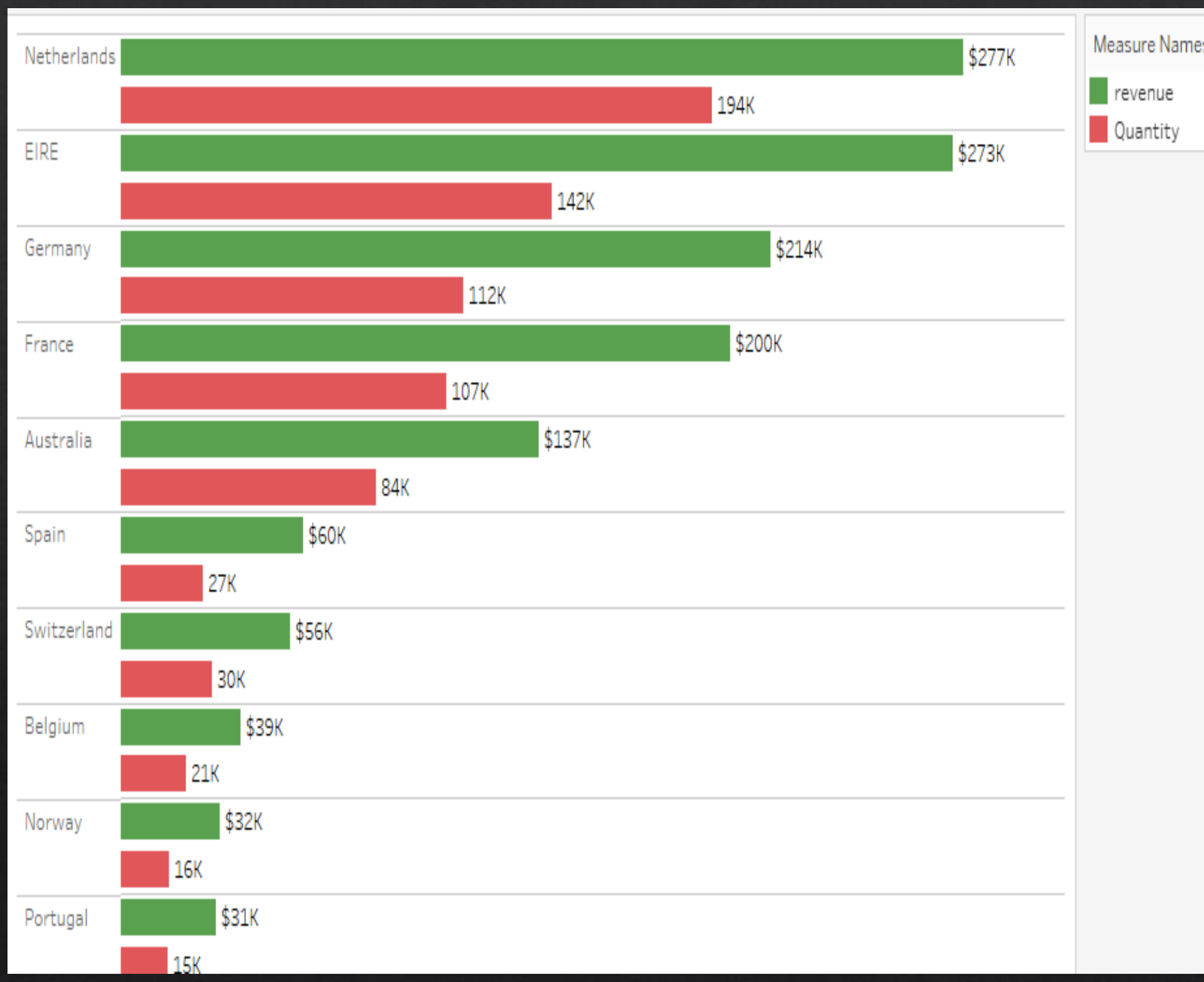# Question 1

What is the revenue performance for each month? ◈

My analysis shows that there are some months of the year where exceptional growth is witnessed. As shown the best season to for expansion is the last quarter (last 4 months) since their revenue is above the average unlike the other 8 months are below the average. Unfortunately December data isn't available therefore, no conclusion can be drawn from it

Average : $820K

$691K
$524K
$718K
$538K
$771K
$762K
$719K
$759K
$1,059K
$1,155K
$1,509K
$639K

January   February   March   April   May   June   July   August   September   October   November   December

Question 2

What are the top 10 countries in terms of revenue & quantity sold?

As shown the top 10 countries are sorted by revenue which showed us that there is a direct relation between the revenue and the quantity sold

# Question 3

Who are the top 10 customers in terms of revenue?

The top ten customers 've been divided into three groups. As shown the difference between each group members aren't that high and most of the customers are below the average as shown in the picture, so, don't rely on the customers that much for the expansions.
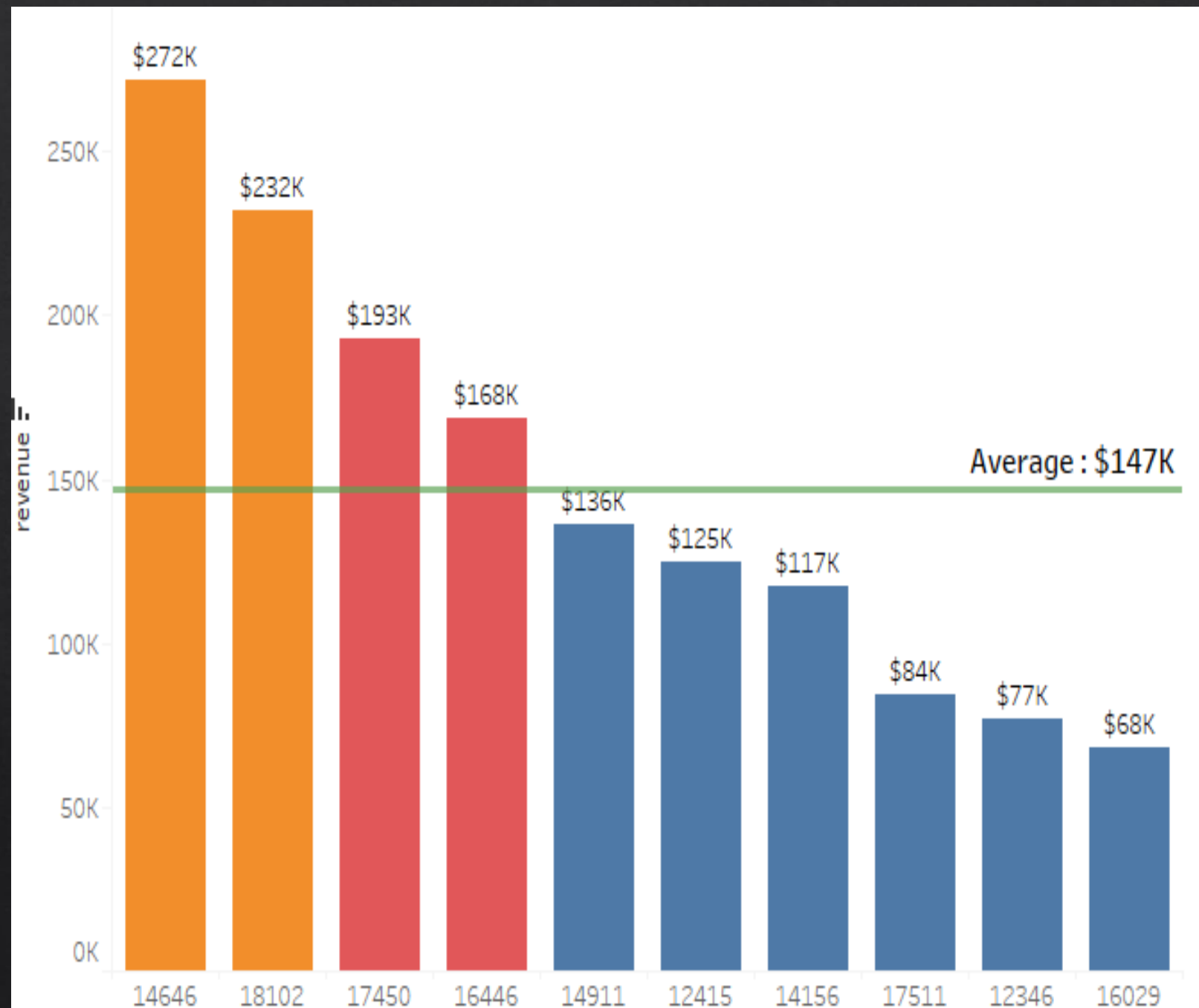
Question 4

Among all the countries which ones(region) has the highest demand?

The best (countries) region in terms of demand is the EU then comes in second place Australia
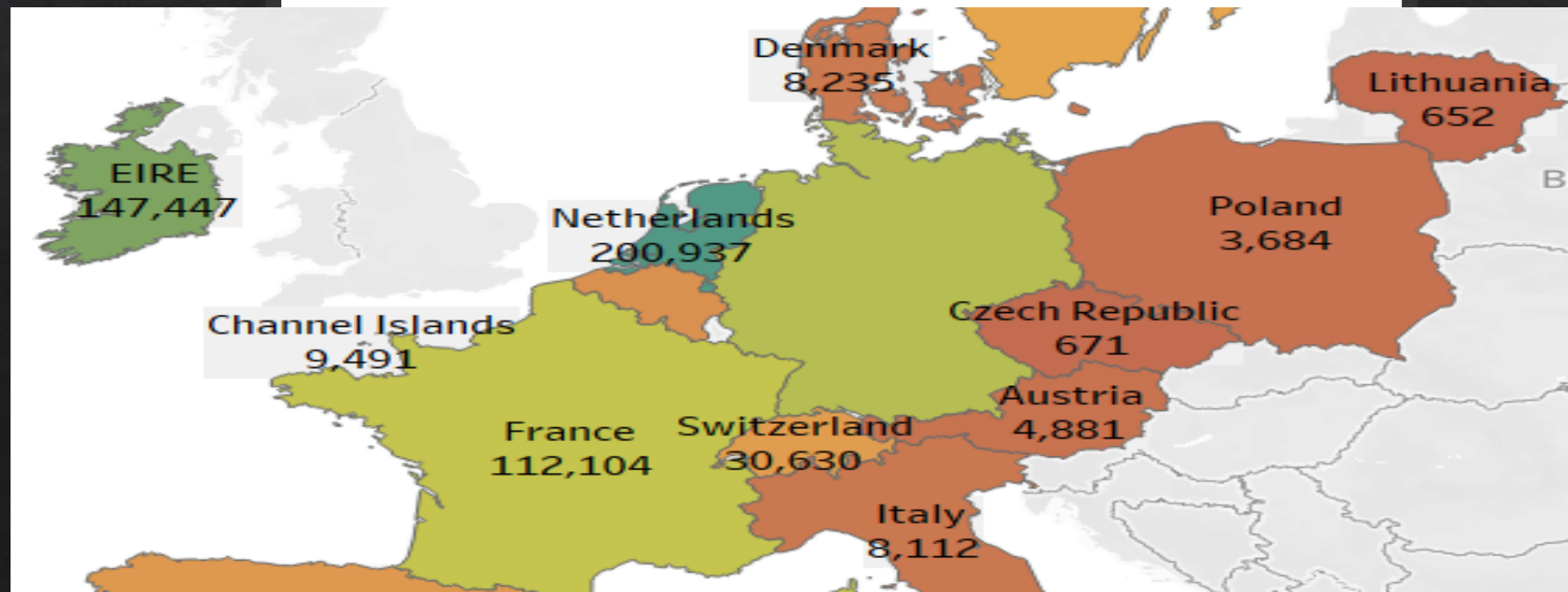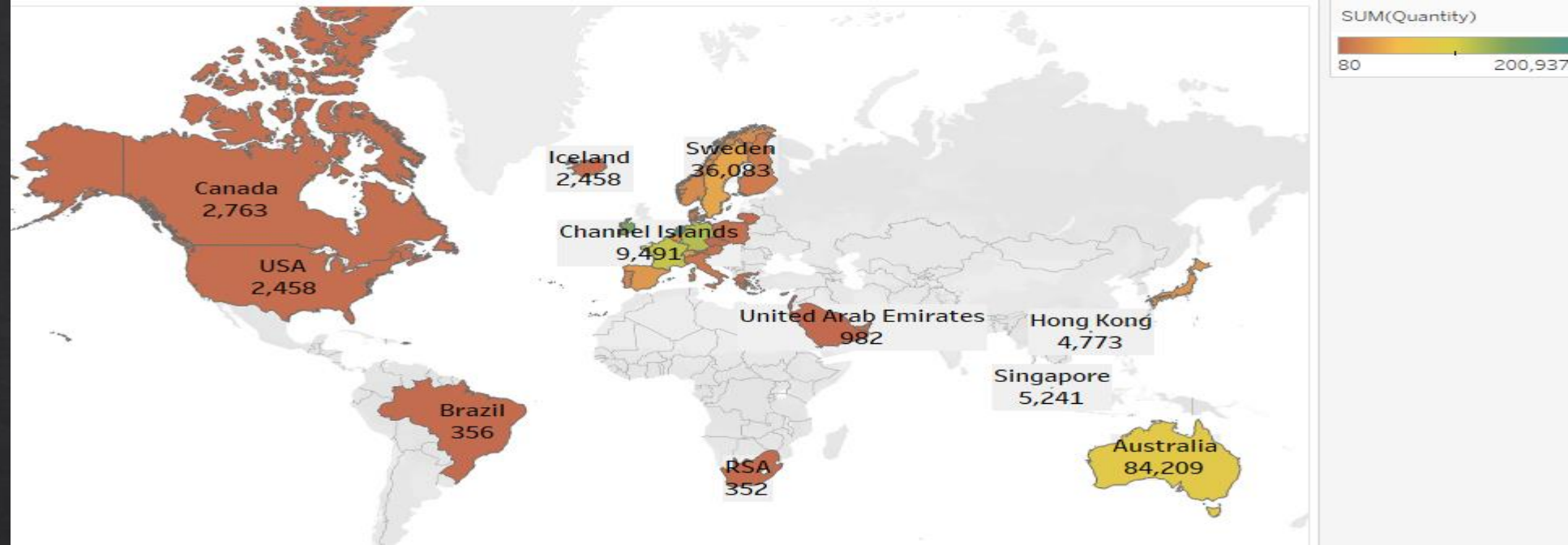
The Recommendations

The store can expand in the ◈ last quarter of the year based on the revenue performance of 2011 in EU countries