

Insights Summary – Tata Data Visualisation: Empowering Business with Effective Insights

This document provides an overview of the insights derived from the Power BI dashboard created as part of the Tata Consultancy Services – Data Visualisation Job Simulation on Forage (November 2025). The objective of this simulation was to anticipate the questions of senior business leaders and deliver data-driven insights through effective visualizations.

Objective

To analyze sales performance, customer behavior, and regional trends to provide clear, actionable insights for the leadership team (CEO and CMO) at Tata Consultancy Services.

Anticipated Leadership Questions

CEO – Strategic Overview

1. Which countries are generating the highest revenue and sales volume?
2. How have total retail sales trended throughout the year 2011?
3. Which customers contribute the most to overall revenue and sales stability?
4. Are there noticeable differences in performance across regions or markets?

CMO – Marketing and Customer Insights

1. Which customer segments or top customers drive the most revenue?
 2. Which countries show the strongest and weakest sales performance?
 3. How do monthly sales patterns inform campaign planning and promotions?
 4. What opportunities exist for improving customer engagement in underperforming regions?
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Visuals Created

1. Monthly Line Chart – Retail Sales (2011)

Showed sales trends over each month in 2011. The chart revealed that sales peaked during the middle of the year, particularly in the second and third quarters, indicating strong seasonal patterns that can guide inventory and marketing decisions.

2. Bar Chart – Revenue and Quantity Sold per Country

Compared revenue and total quantity sold across different countries. The analysis showed that a few countries, such as the United Kingdom and the Netherlands, dominated both sales and revenue, while smaller markets contributed less but showed potential for growth.

3. Bar Chart – Top 10 Customers

Identified the top 10 customers generating the highest revenue. The results highlighted that a small segment of loyal, high-value customers accounted for a large share of total revenue, suggesting the importance of targeted retention strategies and premium customer engagement.

4. Map Chart – Quantity Sold per Country

Provided a geographical view of sales distribution. The visualization indicated strong performance in Western Europe, while several smaller regions had lower sales volume, highlighting areas for targeted market expansion or promotional focus.

Key Insights and Recommendations

- **Sales Trends:** Monthly analysis revealed distinct seasonal peaks, indicating opportunities for timing marketing campaigns and inventory management around high-demand periods.
 - **Regional Performance:** Western Europe led in both revenue and quantity sold. There is scope to improve performance in lower-volume regions through localized marketing or partnerships.
 - **Customer Concentration:** A small group of high-value customers drives the majority of sales. Implementing loyalty programs and personalized offers could enhance retention and boost long-term revenue.
 - **Growth Opportunities:** Underperforming regions represent potential areas for strategic investment and focused marketing to balance global sales distribution.
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Conclusion

This project enhanced my understanding of how to anticipate the questions senior leaders prioritize and how to convert raw data into meaningful visual insights. The Power BI dashboard helps executives quickly grasp overall performance, identify trends, and make informed strategic and marketing decisions.

Developed using Microsoft Power BI as part of the Tata Consultancy Services – Forage Simulation (November 2025).