



# Data Visualisation: Empowering Business with Effective Insights Job Simulation

## Question 1

The CEO of the retail store is interested to view the time series of the revenue data for the year 2011 only. He would like to view granular data by looking into revenue for each month. The CEO is interested in viewing the seasonal trends and wants to dig deeper into why these trends occur. This analysis will be helpful for the CEO to forecast for the next year.

## Question 2

The CMO is interested in viewing the top 10 countries which are generating the highest revenue. Additionally, the CMO is also interested in viewing the quantity sold along with the revenue generated. The CMO does not want to have the United Kingdom in this visual.

## Question 3

The CMO of the online retail store wants to view the information on the top 10 customers by revenue. He is interested in a visual that shows the greatest revenue generating customer at the start and gradually declines to the lower revenue generating customers. The CMO wants to target the higher revenue generating customers and ensure that they remain satisfied with their products.

## Question 4

The CEO is looking to gain insights on the demand for their products. He wants to look at all countries and see which regions have the greatest demand for their products. Once the CEO gets an idea of the regions that have high demand, he will initiate an expansion strategy which will allow the company to target these areas and generate more business from these regions. He wants to view the entire data on a single view without the need to scroll or hover over the data points to identify the demand. There is no need to show data for the United Kingdom as the CEO is more interested in viewing the countries that have expansion opportunities.



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## SUMMARY OF FINDINGS

Month All	Country All	CustomerID All
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### Monthly Revenue for the Year

In the year under review, the monthly revenue exhibited some interesting trends and insights. The following analysis provides a summary of the monthly revenue data: November stood out as the month with the highest revenue, totaling \$1,509,496.33.

This impressive figure was 188.27% higher than the revenue in February, which recorded the lowest revenue at \$523,631.89. November accounted for a significant portion of the yearly revenue, contributing 15.34% to the total. This demonstrates this month's substantial impact on the year's overall revenue.

Throughout the year, monthly revenue ranged from a low of \$523,631.89 in February to a high of \$1,509,496.33 in November. This considerable variation highlights the seasonality or specific events that may have influenced revenue fluctuations.

### Top Ten Countries by Revenue

When examining the top countries by revenue, the following insights emerge:

Netherlands ranked first with the highest quantity of products sold accounting for a substantial share of the total quantity, representing 25.33% of all products sold.

### Top Ten Customers by Revenue

When assessing the top customers by revenue, the following key findings emerge:

Customer 14646 had the highest revenue at \$271,614.14 accounting for a significant portion of the total revenue, contributing 18.45% to the overall figure. Among the top 10 customers, revenue ranged from a low of \$67,912.32 to a high of \$271,614.14.

### Product Demand by Region

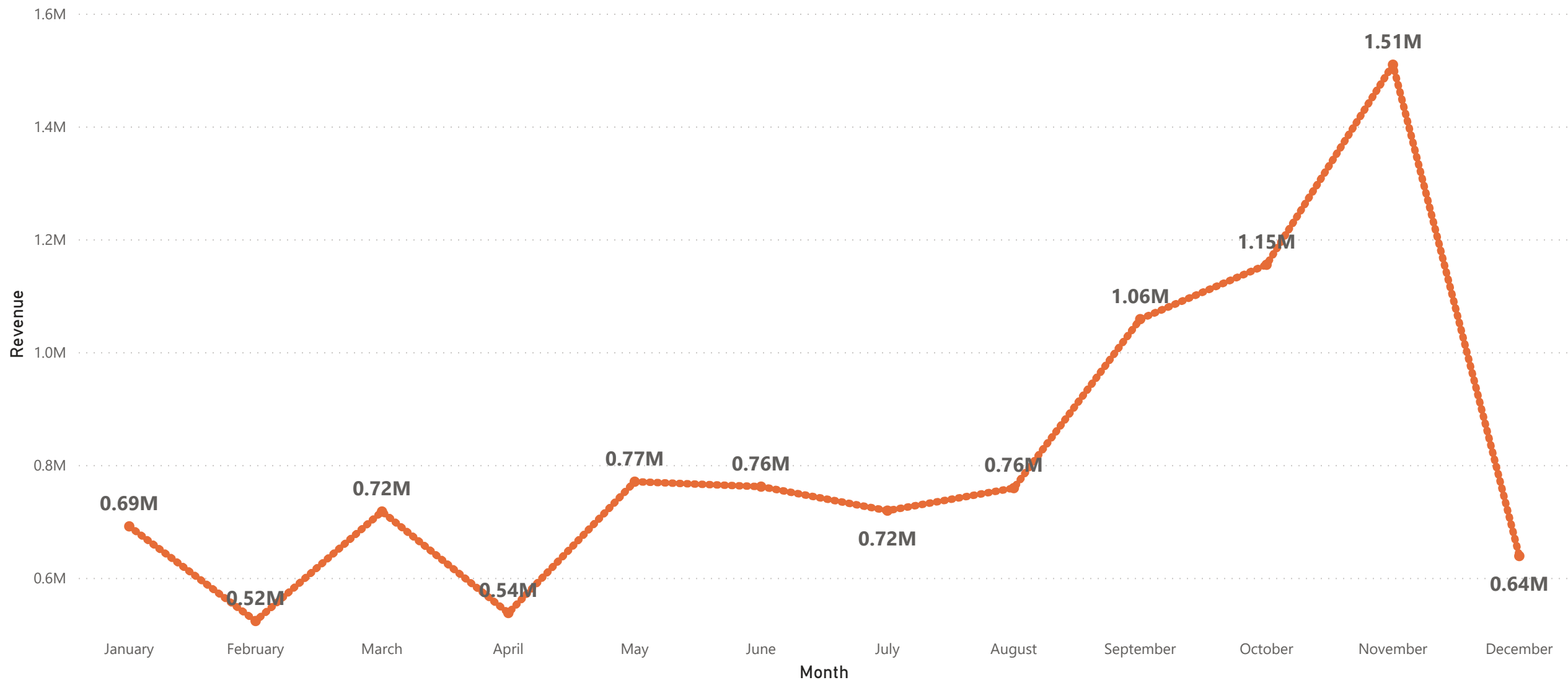
Lastly, when evaluating product demand by region, the following observations were made:

Once again, Netherlands emerged as the region with the highest product quantity contributing significantly to the overall product quantity, accounting for 21.97% of all products sold across the 36 regions.



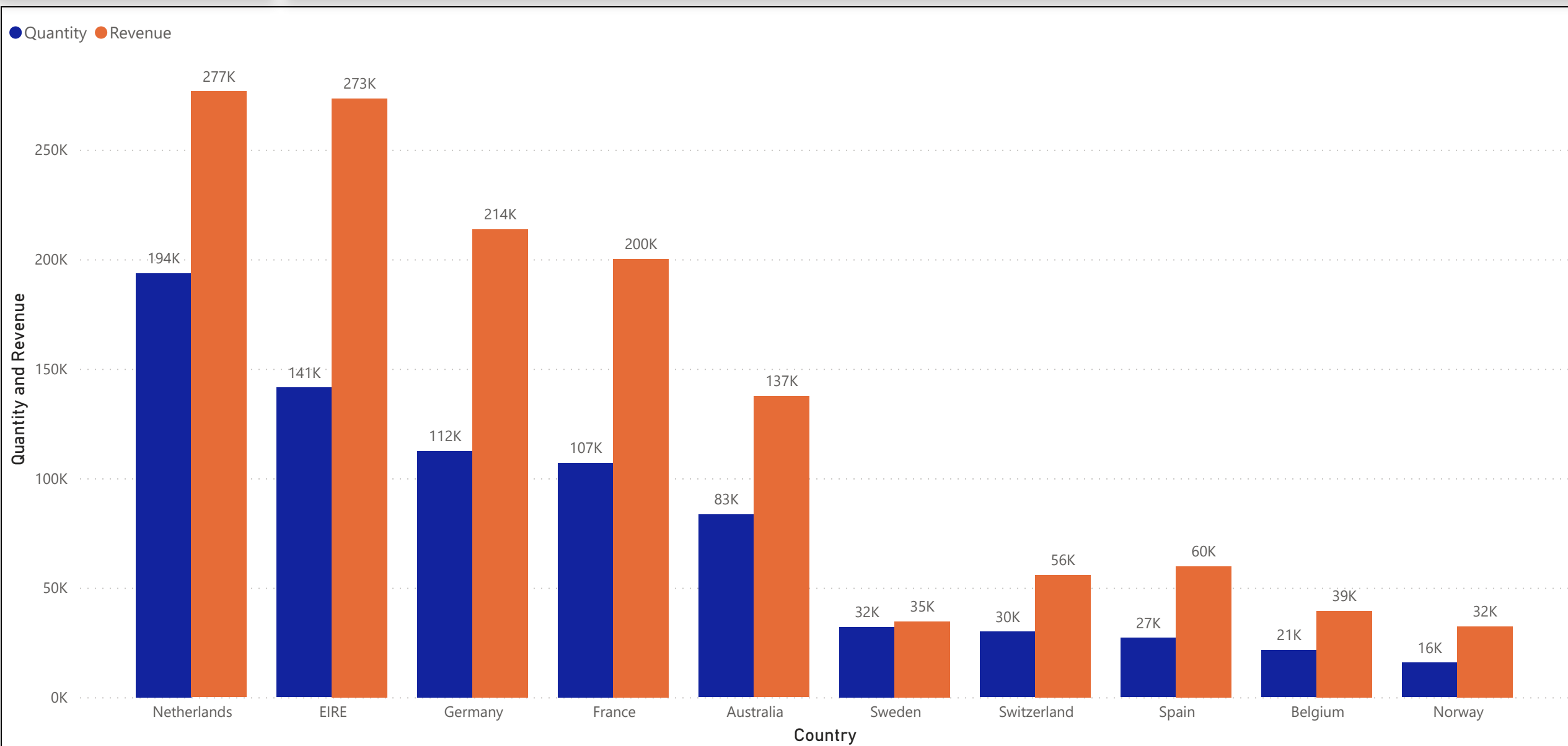
# Monthly Revenue For The Year 2011

Revenue by Month



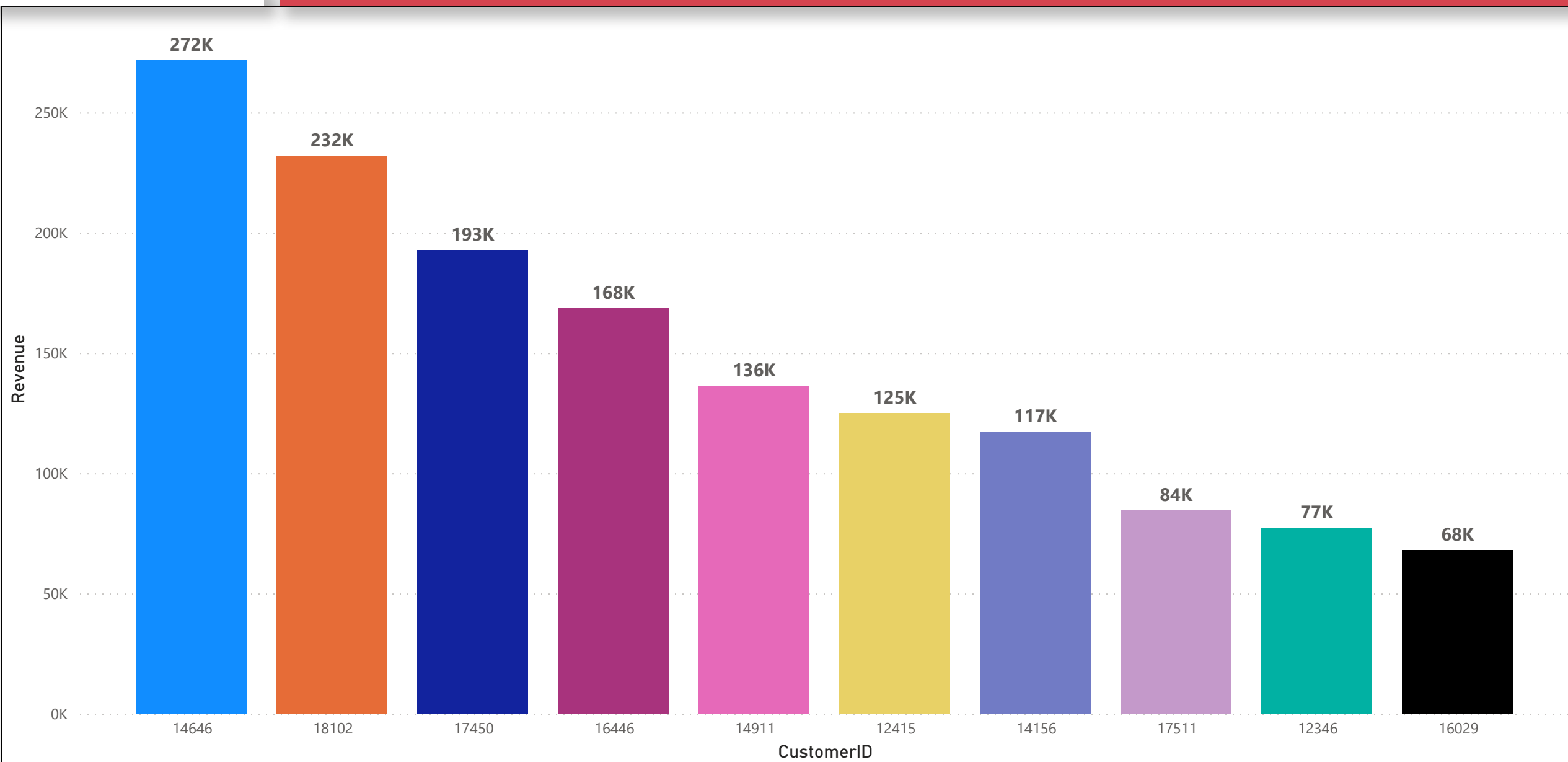


# Top 10 Countries With The Highest Revenue





# Top 10 Customers By Revenue



# Products Demand by Region

