

## Part 1: Framing the Business Scenario

An online retail store wants to review their data and provide insights that would be valuable to the CEO and CMO of the business. The business has been performing well and the management wants to analyze what the major contributing factors are to the revenue so they can strategically plan for next year.

The team is interested in viewing the metrics from both an operations and marketing perspective. Remember, thinking from the perspective of business leaders allows you to analyze the data more effectively and present better insights. Here is your task

To prepare for your task, you need to draft questions that you think will be important and relevant to the CEO and CMO. This preparation will be your guide as you develop your presentation.

For this task, you are only required to draft the questions. Make sure to think both quantitatively and qualitatively.

**Question 1: which products is highest in demand to the lowest in demand(top to bottom);  
What is the total revenue**

**Question 2: which ten(10) country does order quantity the most; The Geographical Spread of customers**

**Question 3: which year and month had the highest and Lowest order quantity. What's the quantity of goods returned, damaged or missing.**

**Question 4: Who are the top 10 customers and their country**

## Part 2: Choosing the right visuals.

In this task, you will be required to read the questions you have prepared above carefully and understand the business requirements. Once you have an idea of what is required from the perspective of the CEO and CMO, you will need to come up with the perfect visual which will illustrate each scenario. Remember, data can be presented in multiple types of charts, but you are required to select the visual that would best display the information which is being presented.

The following visuals will be used for the above questions respectively;

1. Treemap and gauge
2. Funnel and map
3. Clustered column chart, gauge and card
4. Clustered column chart and funnel

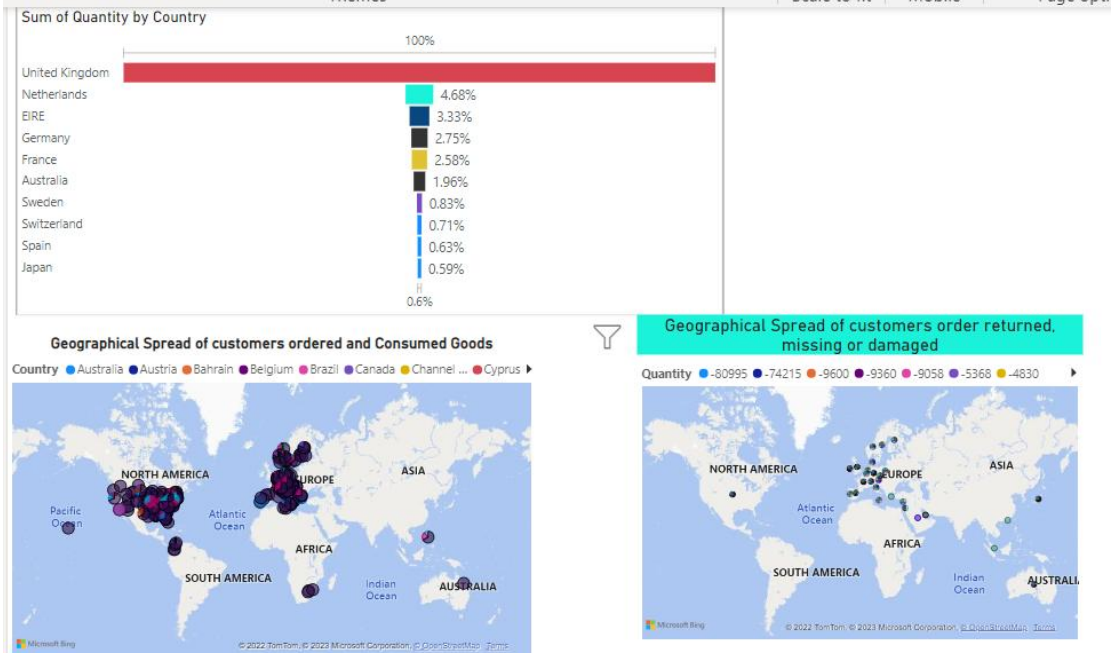
## Part 3: Creating effective visuals.

In this task you will create the visuals around four of the questions (which you prepared in part 1) that the CEO and CMO have to required. You can use Power BI to create the visuals and data is provided below. For Power BI file you need to save .pbix format.

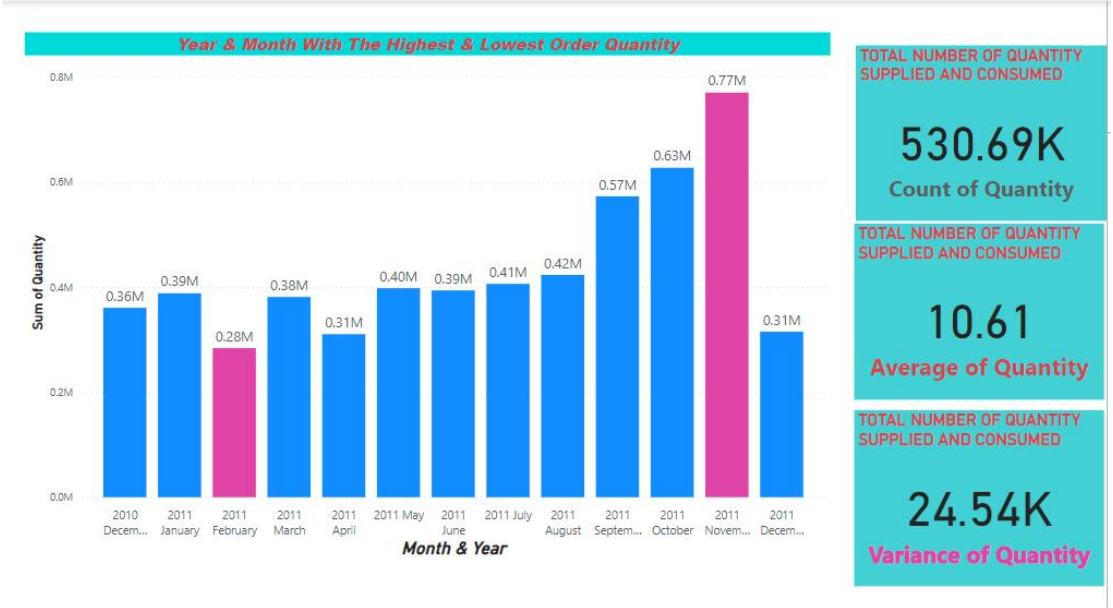
For Question 1



For Question 2

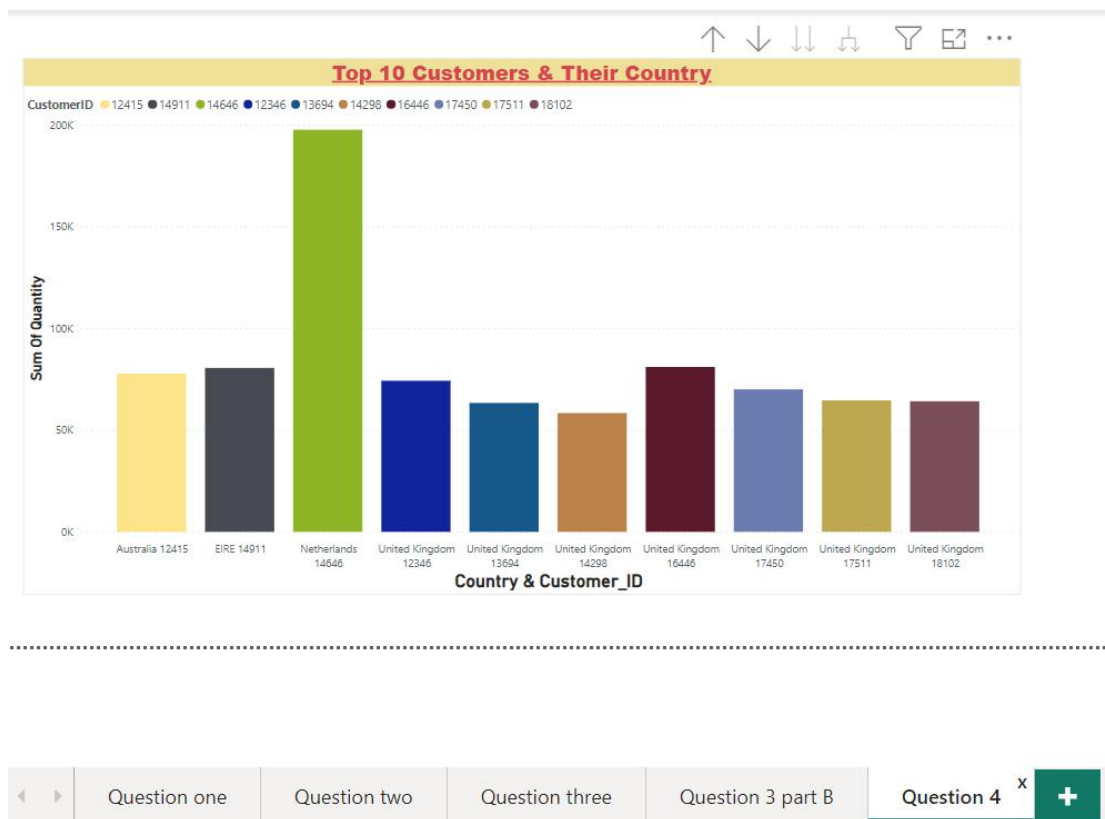


For Question 3





For Question 4



## Part 4: Communicating insights and analysis.

<https://github.com/car1300/Project>