**Task 3**

There are 3 visualizations:

1. Gross revenue by State
2. Top 10 Customers (total money spent)
3. Gender distribution of customers

**Map

Description automatically generated**

🡪 The map depicts the cumulative gross revenue generated across all states in the USA. New York stands out with the highest sales, totaling approximately $806k, while states such as Nevada, Arizona, and Utah have relatively low sales of around $20k each, compared to the average revenue across the states. This indicates that these states require attention, and stores in these areas could benefit from restructuring and tailored recommendations based on deeper analysis.

With access to the cost price of each item sold, the map could be enhanced by also displaying the net profit, providing a more meaningful representation.

Chart, bar chart

Description automatically generated

🡪The above horizontal graph displays the top customers who have made the highest expenditures at these stores. User IDs have been replaced with aliases for improved readability. The actual user ID can be viewed by hovering over a bar and checking the tooltip. Utilizing this information, specialized discount promotions can be crafted to retain these customers and increase sales. Customers 1, 2, and 3 have spent more than $200k (individually), which are represented by green color. Customers who have spent less than $100k are indicated in red, allowing for targeted discount offers to specific customer groups.

Chart, pie chart

Description automatically generated

🡪This is a pie chart for gender of all the customers.