TataIQ Data Visualization Assignment – Week 1

# Important questions for the CEO

# Quantitative:

* What is the total revenue/sales in the year
* Which are the 20% product which contributes to the 80% of the revenue?
* How much is each market contributing to the overall revenue?

Qualitative:

* Which is our hero product i.e., the product which contributes to the maximum percentage of revenue?
* Which customer is our biggest buyer? How much is the contribution towards total revenue?
* Which month generates the highest revenue and is there a seasonality?
* Which months are most profitable and which are the most loss making?

# Important questions for the CMO

## Quantitative:

* + - * What is the average ticket size?
      * What is the average number of repeating order rate?

## Qualitative:

* + - * Which are the current trends?
      * Which products are emerging?
      * What is the customer behavioral trend?