QUESTION RELATED TO THE PROJECT THAT WILL HELPFUL FOR CEO & CMO OF THE ONLINE RETAIL STORE

Question 1   
  
 The CEO of the retail store is interested to view the time series of the  
revenue data for the entire year. 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. Which visual would most  
likely help the CEO analyse the data?  
  
O Bar chart | | © Line chart  
  
| O Pie chart | | O Scatter plot  
  
iv) Great Work!  
  
That's right! A line chart is used to represent repeated measurements taken over regular time intervals. Time is always displayed on the  
horizontal axis and values on the vertical axis. The line chart would enable the CEO to see important changes in the data, like  
seasonality or cyclic behaviour, which will provide a better understanding of the revenue and help forecast better.

Question 2   
  
 The CMO is interested in viewing the top 10 countries which are  
generating the highest revenue. Additionally, as a subcomponent, they would  
also like to see which products are contributing to the total revenue being  
generated by each country. Which visual would enable the CMO to view the  
revenue for each country and the breakdown by products on a single chart?  
  
O Bar chart | O Pie chart  
  
| O Boxplot | | © Stacked bar chart  
  
Great Work!  
  
That's right! A stacked bar chart would be used here as the chart allows users to compare subcomponent pieces across different  
categories. The height or length of the bars will represent the total revenue generated by each country. Each bar will be divided into  
the products sold, where the major portion will be allocated to the products that are generating more revenue. This will allow the CMO  
to view the total revenue data as well as the revenue for each individual product.

Question 3   
  
The CEO of the online retail store wants to see how much average  
revenue is generated by each country. They are interested in viewing the  
following metrics on the visual: Minimum value First quartile value Median value  
Third quartile value Maximum value Which chart would you create to show the  
above metrics for the average revenue generated by each country?  
  
| O Scatter plot | | O Histogram  
| O Waterfall chart | | © Boxplot  
Great Work!  
  
That's right! The CEO’s request would best be fulfilled using a box plot. The box plot would show the distribution of data based ona five  
number summary (“minimum’, first quartile, median, third quartile, and “maximum’). Boxplots are used to graphically demonstrate the  
locality, spread and skewness groups of numerical data. Boxplots are used to graphically demonstrate the locality, spread and  
skewness groups of numerical data. By using the boxplot, we can easily spot outliers and the distribution of the plot.

Question 4   
  
The CMO of the online retail store wants to view the information on the  
top 10 customers by revenue. They are 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. Which visual would help the CMO understand the data on revenue  
generated by the top 10 customers?  
  
| O Pie chart | | O Stacked bar chart  
| © Column chart | | O Area chart  
Great Work!  
  
That's right! The CMO’s request would best be fulfilled by using a column chart. Column charts are used to display comparisons  
between different items. Alternatively, you can view a comparison of items over time. In this case, the column chart would display the  
top 10 customers who are contributing the most to revenue. The first bar on the left would be the longest one and would display  
information for the customer who bought the most goods from the online store. The revenue contributed by each customer would  
gradually decline as the bars move to the right.

Question 5   
  
 The CEO is looking to gain insights on the demand for their products.  
They want 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, they 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. Which chart would  
be most useful to provide the CEO information on the demand in each region?  
  
| O Area chart | | O Scatter plot  
| © Map chart | | O Pie chart  
Great Work!  
  
That's right! — A map chart would be the best option for visuals here as it will allow the CEO to view the demand information on a  
single view. The map chart will have all the countries on a single map and the demand will be displayed by highlighting the area of each  
country. Dark highlights would mean that the countries have high demand for products whereas the countries that are highlighted light  
colour are the ones that have low demand. Geographical data is best visualised using map charts as they are very easy to view and the  
underlying values are also easy to analyse.