

ENHANCING COUNTRY SALES

BY: IMAMA LAVI INSANI

imamalavi@gmail.com

1

Problem 1

what is country with top sales?

2

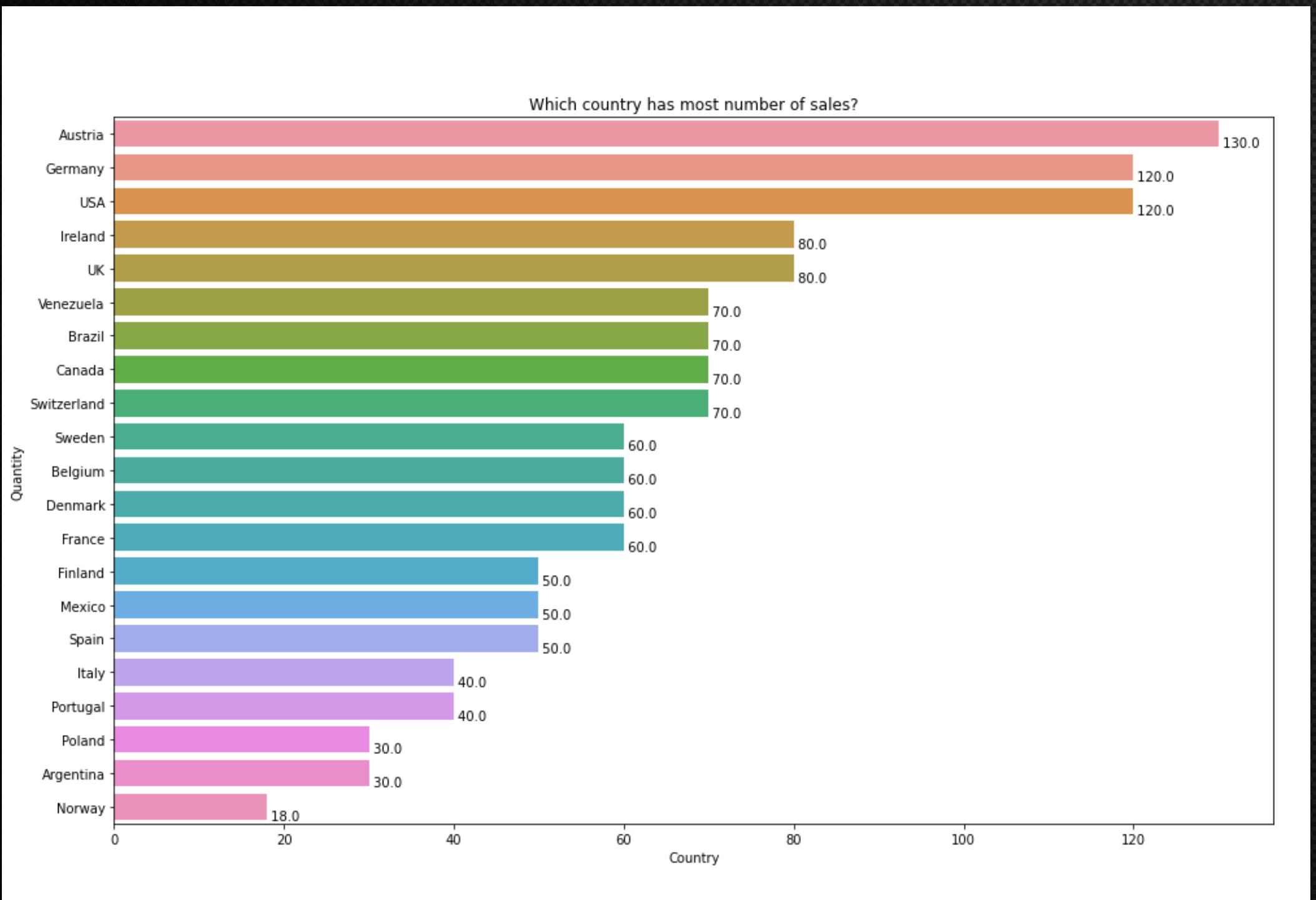
Problem 2

how is the price of top product sold in best sales country?

3

Problem 3

What is the average freight each of the country?

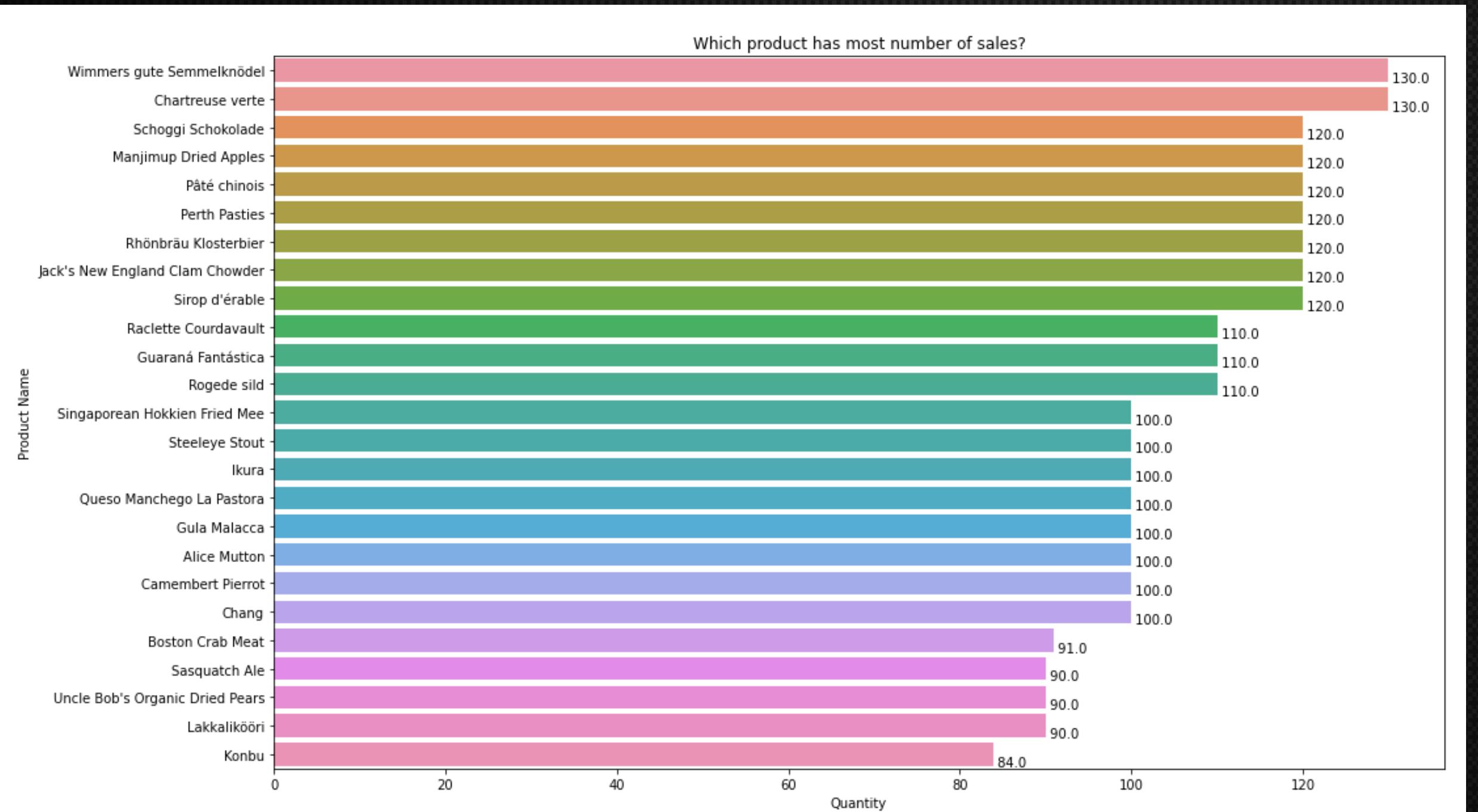


Problem 1

Here, we can see , Austria has most number of sales. Other country are Germany, USA, Ireland, and UK.

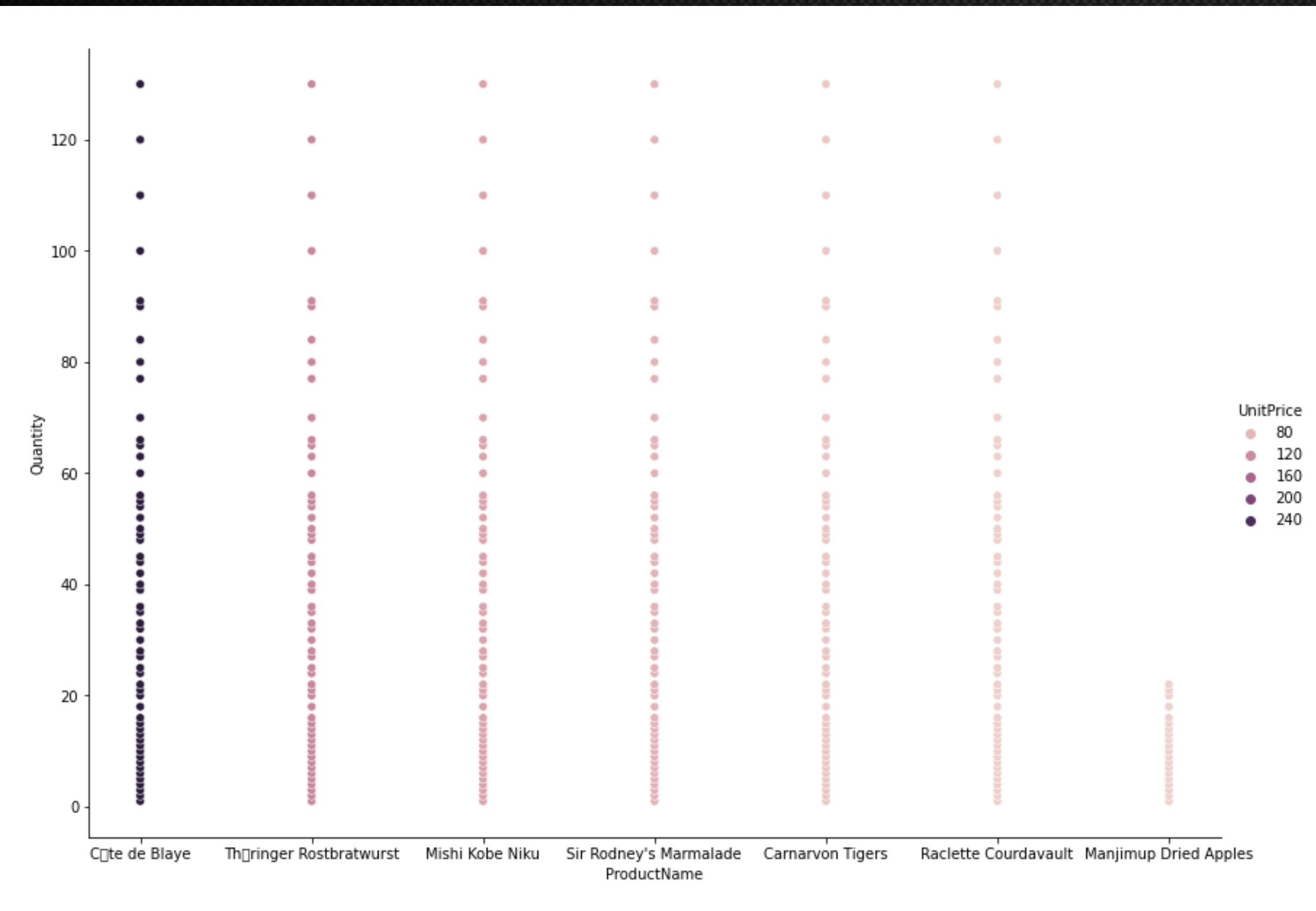
Problem 1

Top product from this sales is Wimmers gute Semmelknödel, Chartreuse verte, Schoggi Schokolade, Pâté chinois, etc.



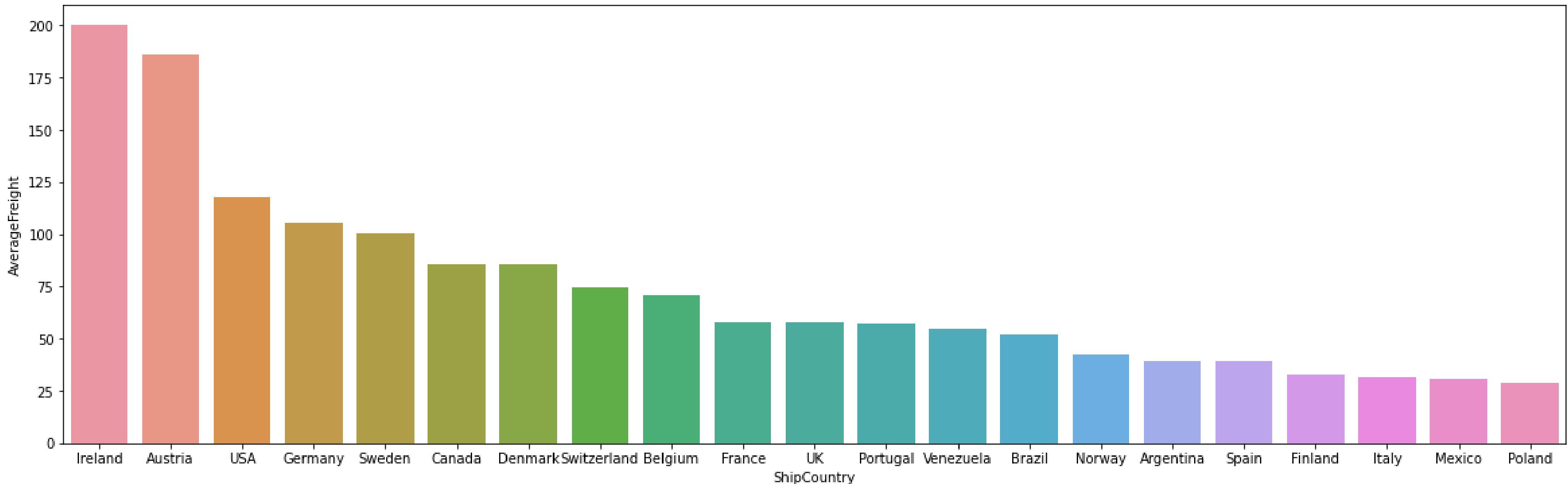
Problem 2

From previous graph about top products
for example: Wimmers gute
Semmelknödel, Chartreuse verte.
Schoggi Schokolade, Pâté chinois, etc
didn't showed up in this top high unit
price.



Problem 3

The biggest amount of average freight was shipped to Ireland.
Although the biggest sales is coming from Austria. And Austria get second rank for this graph. Followed with USA, Germany, and Sweden.



Conclusion & Recommendation

1

Biggest sales coming from Austria. Followed with Germany, USA, Ireland, and UK.

2

Product Price that sold from biggest sales did not come from high unit price.

3

Biggest number Amount of average freight is coming from Ireland not Austria.

4

This company should pay attention with the Austria.

For digital marketing team, since the price of the top product sales is not from top price, you can adjust the campaign strategy.

For logistic team, take a look at Austria average freight. Since Austria is top country make sure the supply chain is stable.