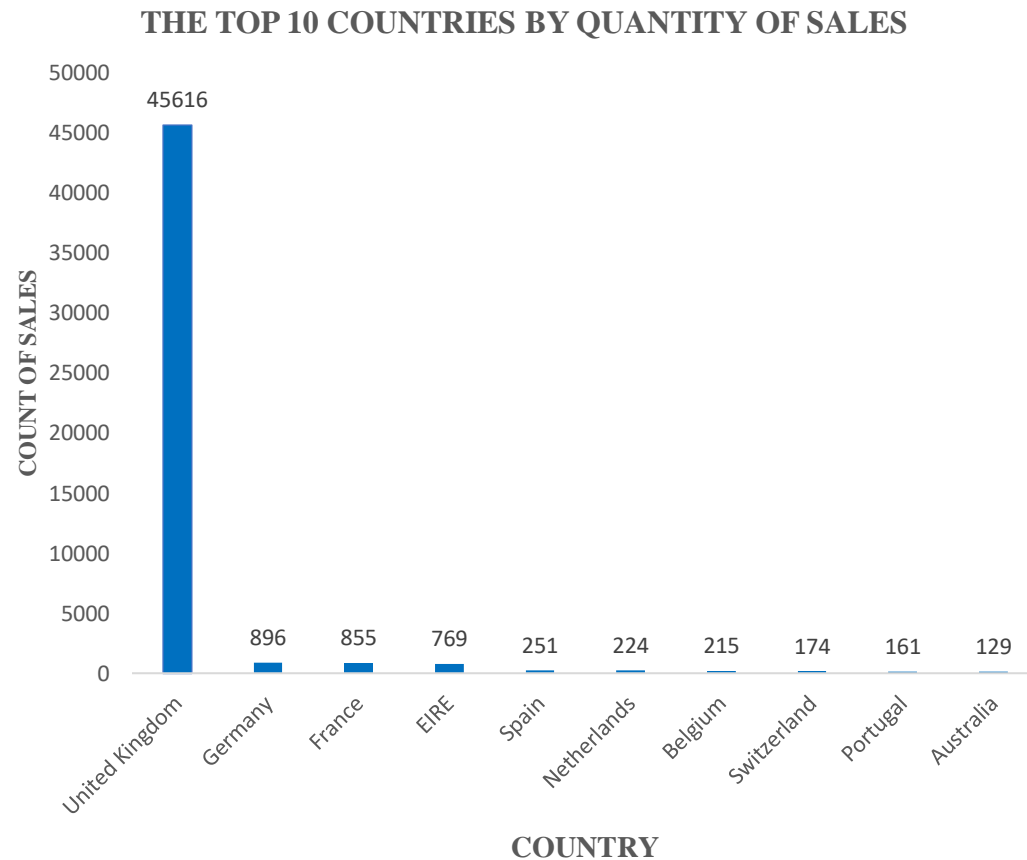


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PROJECT 3  
STORYTELLING WITH DATA  
JULY 23, 2022

# What are the top 10 countries by sales quantities?

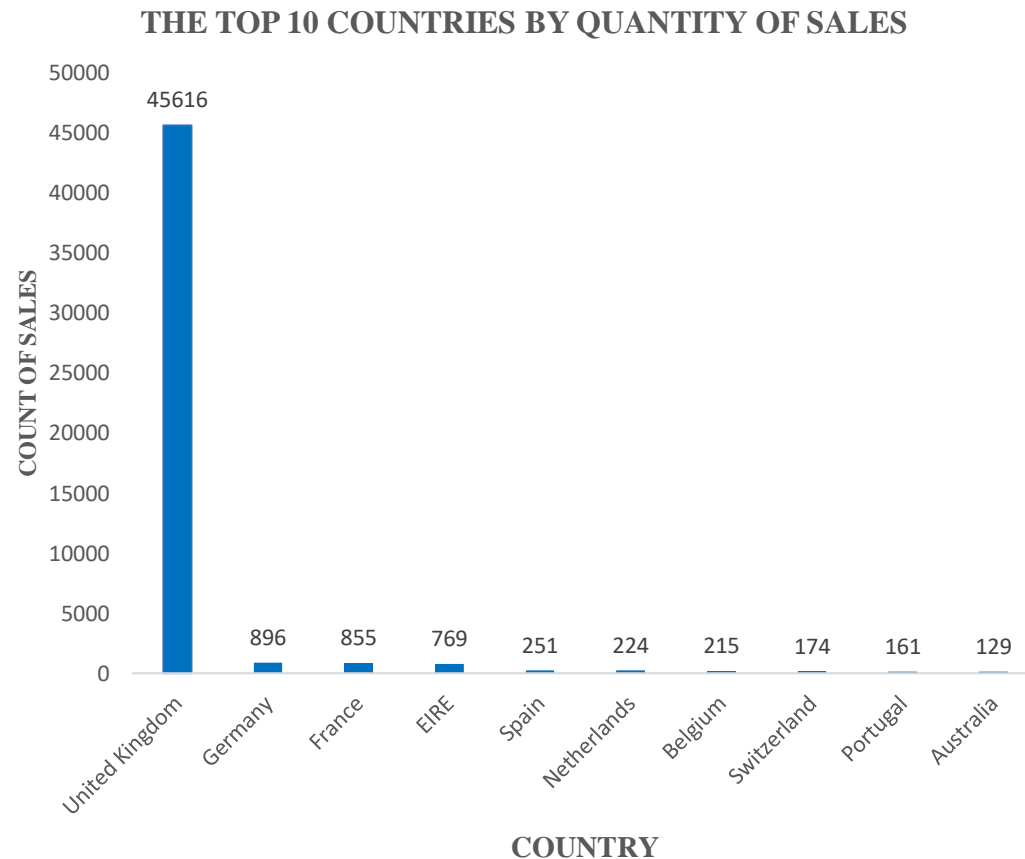
The data was collected between 01/12/2010 and 09/12/2011



- From the graph, the country with the most merchandise purchased is the United Kingdom with 45,616 goods.
- If the objective is to optimize product assortments and target the highest selling products by country, this group category ought to be taken seriously.

# What are the top 10 countries by sales quantities?

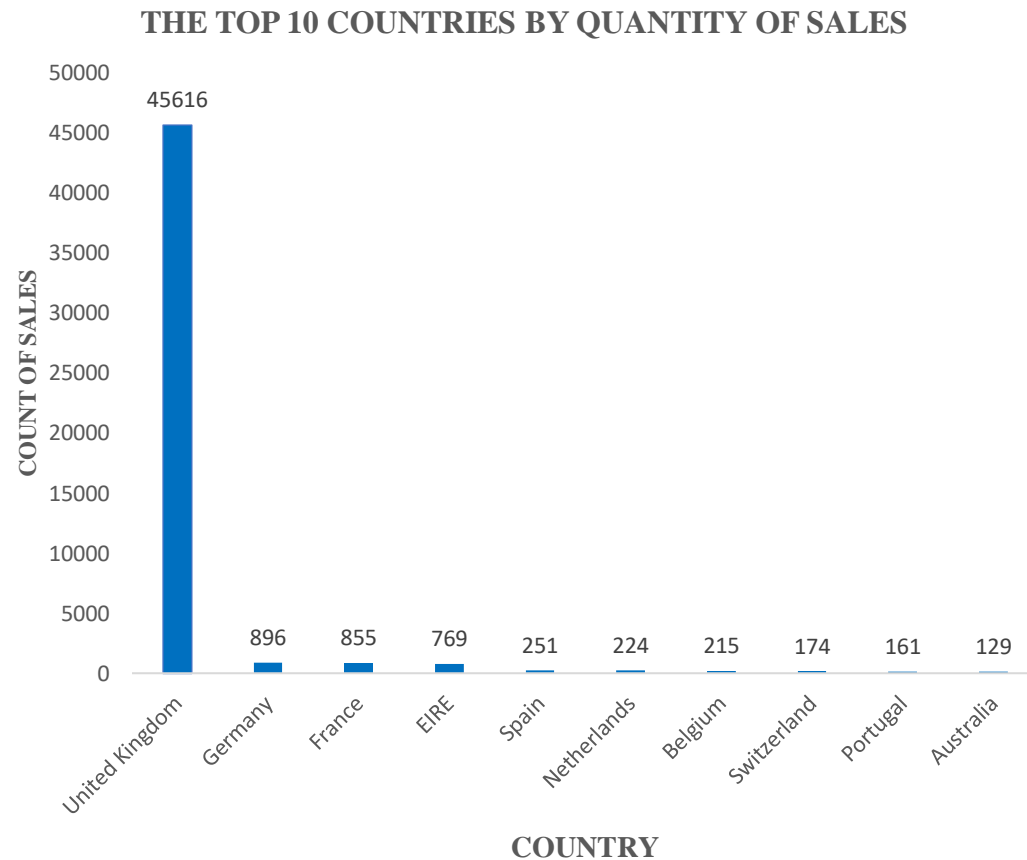
The data was collected between 01/12/2010 and 09/12/2011



- The second country with the most items purchased is Germany with a count of 896.
- If the objective is to increase the incorporation of customers from this country, marketing and advertising strategies must be implemented drastically to close the gaps.
- Warehouses can be built in the highest populated areas to help in the transportation times of goods hence products are readily available to the customers.

# What are the top 10 countries by sales quantities?

The data was collected between 01/12/2010 and 09/12/2011



- The third country with most customer indulgence on the shopping platform is France with 855 merchandise purchased over the course of time.
- This category of customers, just like that of Germany is far from the United Kingdom and multiple marketing and strategic operational tactics can be implemented to break the curve. Promotions and discounts can be prioritized to draw the customers into increasing their basket sizes hence increasing the sales and quantity of merchandise bought.