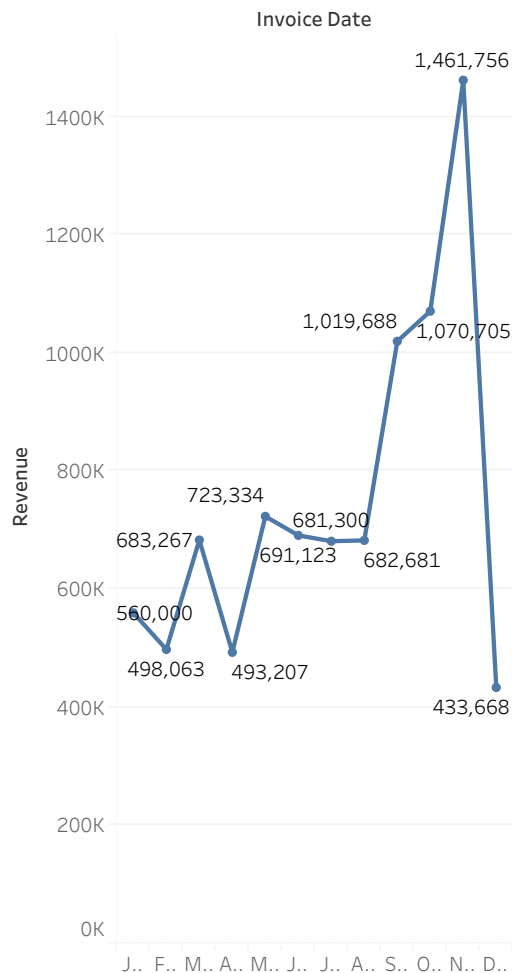


# Question 1: Time series of the revenue data for the year 2011

The CEO of the retail store is interested to view the time series of the revenue data for the year 2011 only. He would like to view granular data by looking into revenue for each month. 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.

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**Erin's Notes:**

Here I created a line chart and placed the invoice date on the x-axis and the revenue (Quantity x Unit Price) on the y-axis. I cleaned the data by applying a filter to the Quantity, where the unit is a minimum of 1, and a filter to the Unit Price, where the price cannot be below 0\$. This was done to exclude Customer Merchandise Returns (seen as negatives in those categories). I also filtered the Invoice dates to exclude any data outside of 2011 to fit the CEO's request.



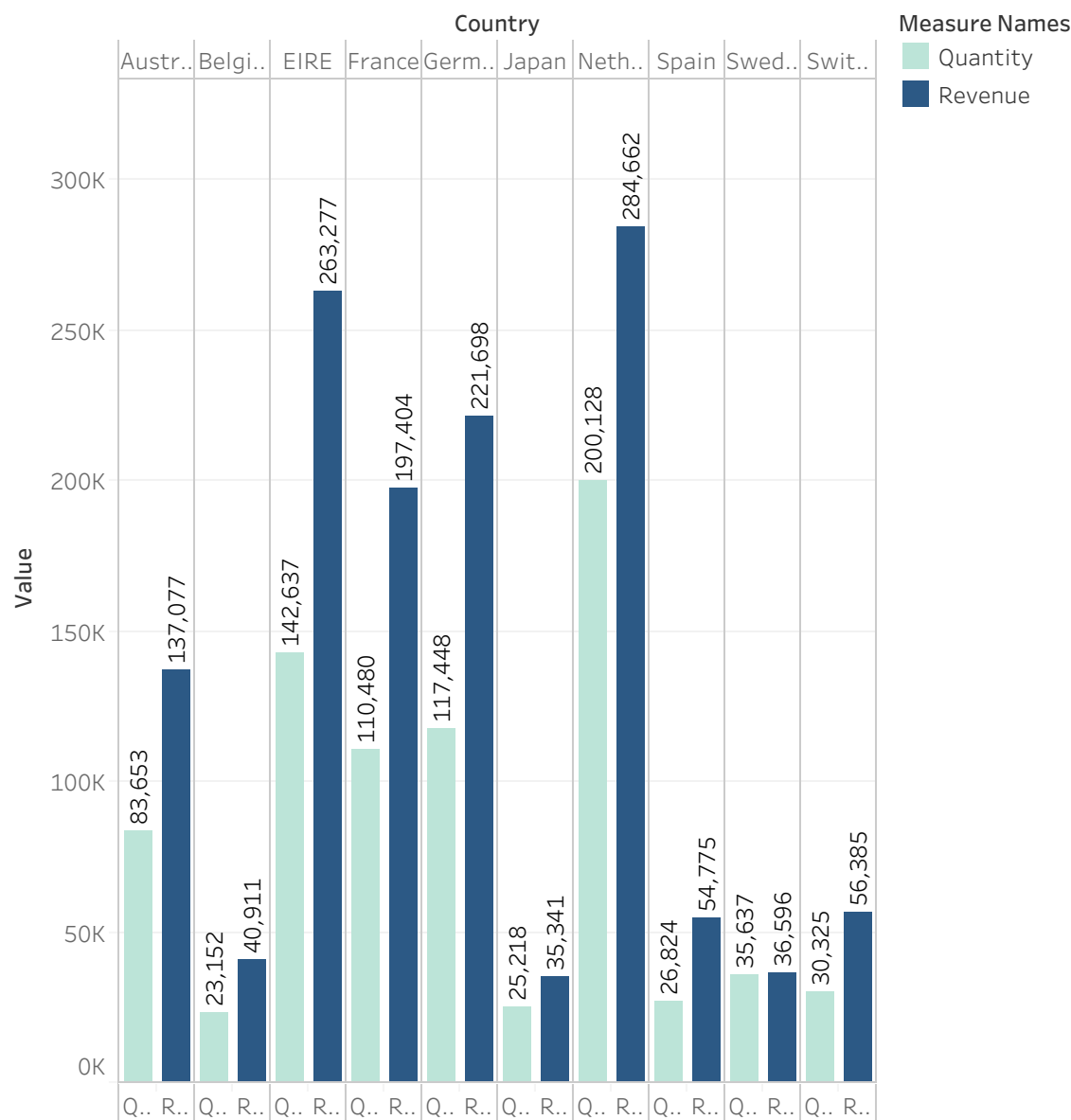
The trend of sum of Revenue for Invoice Date Month. The data is filtered on sum of Quantity, sum of Unit Price and Invoice Date (MY). The sum of Quantity filter includes values greater than or equal to 1. The sum of Unit Price filter includes values greater than or equal to 0. The Invoice Date (MY) filter has multiple members selected.

## Question 2: Top 10 countries generating the highest revenue

The CMO is interested in viewing the top 10 countries which are generating the highest revenue. Additionally, the CMO is also interested in viewing the quantity sold along with the revenue generated. The CMO does not want to have the United Kingdom in this visual.

**Erin's Notes:**

I created a side-by-side bar chart for the Quantity and previously calculated Revenue. The Countries were filtered to exclude the United Kingdom per the CMO's request. Revenue and Quantity were placed in the "Row (x)" data section and Country was placed in the "Columns (y)" section. Using the "Show Me" tab I chose the side by side bar chart which implemented the correct visualization. Lastly, I filtered the Countries to show only the Top 10 Countries by Revenue Sum.



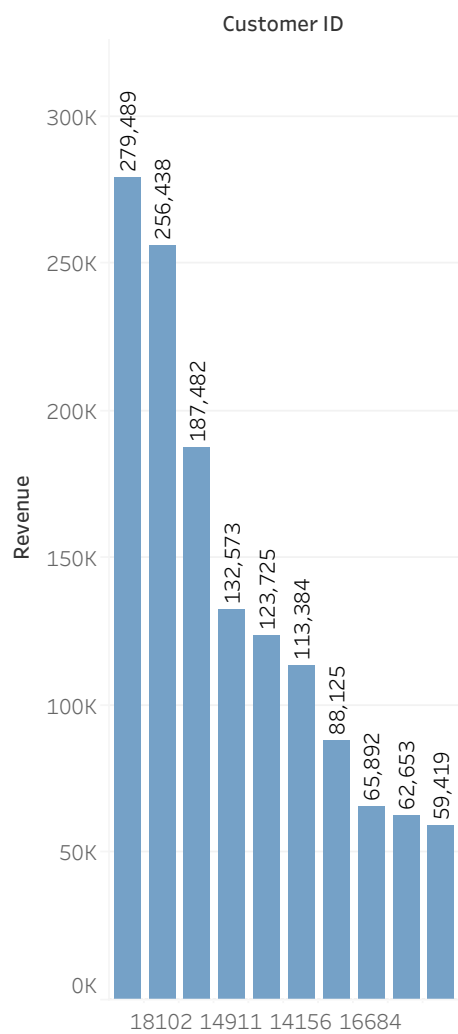
Quantity and Revenue for each Country. Color shows details about Quantity and Revenue. The view is filtered on Country, which keeps 10 of 38 members.

### Question 3: Top 10 customers by revenue

The CMO of the online retail store wants to view the information on the top 10 customers by revenue. He is 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.

**Erin's Notes:**

I created a column/vertical bar chart where each bar represents the revenue generated by the customers, represented by CustomerID. I filtered the data to only display the top 10 customers. The customers who did not have a customer ID were excluded from the visual y excluding "Null"s. Finally, the data was sorted in descending order based on the total revenue generated.



Sum of Revenue for each Customer ID. The view is filtered on Customer ID, which has multiple members selected.

### Question 4: Regional Product Demand

The CEO is looking to gain insights on the demand for their products. He wants 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, he 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. There is no need to show data for the United Kingdom as the CEO is more interested in viewing the countries that have expansion opportunities.

**Erin's Notes:**

Using the "Show Me" tab I created map chart, with the Country and Quantity data, to allow the CEO to view the entire map of the world with each relevant country highlighted and the name of the country.



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Quantity. The marks are labeled by Country. The view is filtered on Country and Latitude (generated). The Country filter excludes United Kingdom. The Latitude (generated) filter includes everything.