



TATA DATA VISUALIZATION PROJECT

INSIGHTS FOR STRATEGIC
DECISION MAKING

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Company Overview

BACKGROUND

Tata is a multinational conglomerate headquartered in India. Established in 1868, it is currently among India's biggest and most varied businesses. The industries covered by Tata's corporate portfolio include automotive, consumer goods, energy, engineering, materials, services, and technology.

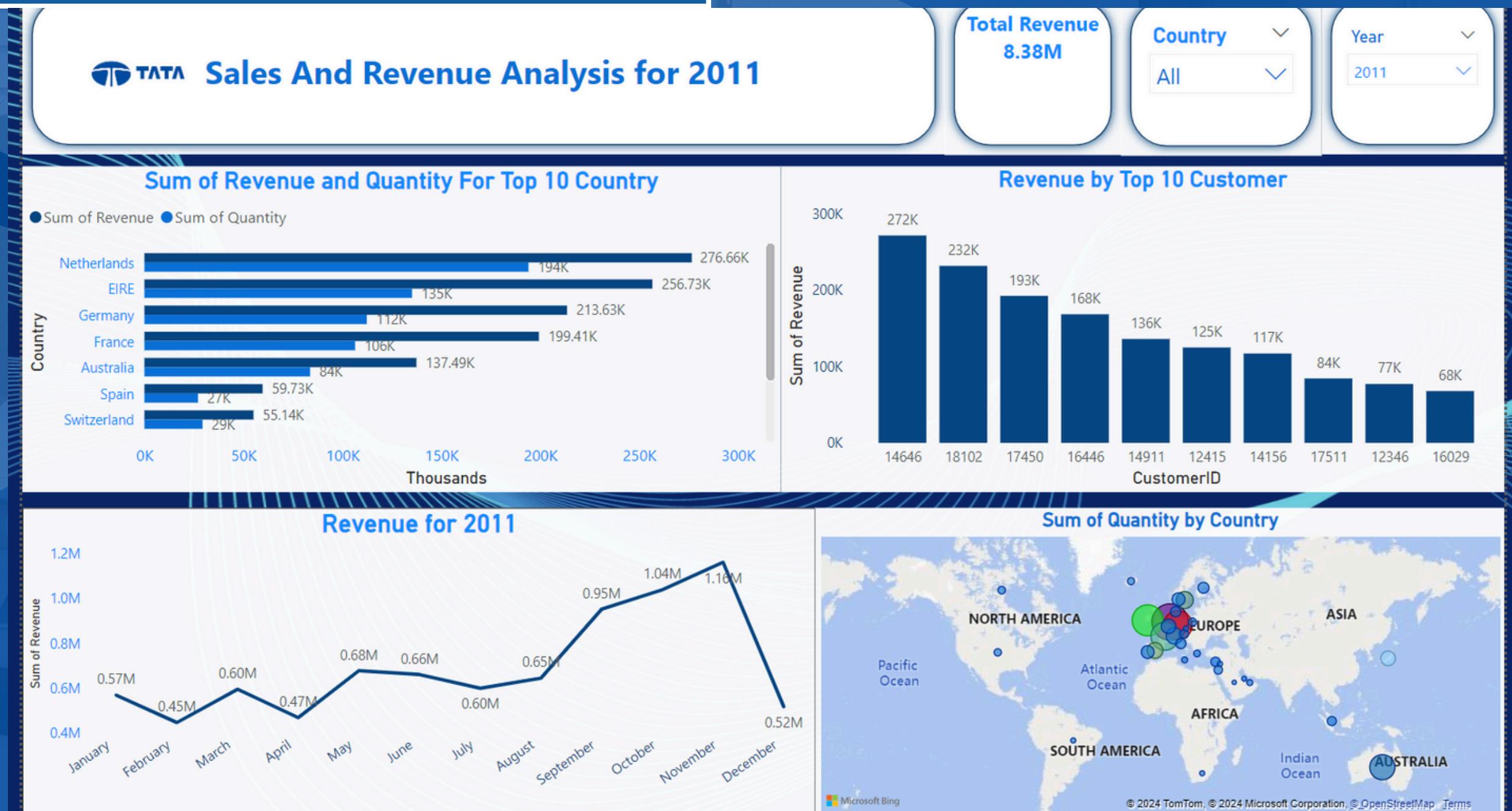
BUSINESS PROBLEM

- Utilize extensive data to inform strategic decisions.
- CEO's focus: Seasonal revenue trends and market expansion.
- CMO's focus: High-value clients and top-performing countries.



ANALYSIS AND VISUALIZATIONS

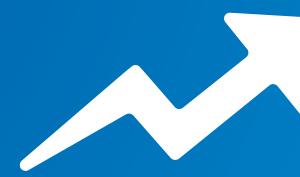
We utilized Power BI Desktop for visualization and Power Query Editor for data cleaning. Power BI provided interactive and detailed visualizations, making it easier to analyze trends and patterns.



Revenue Trends for 2011

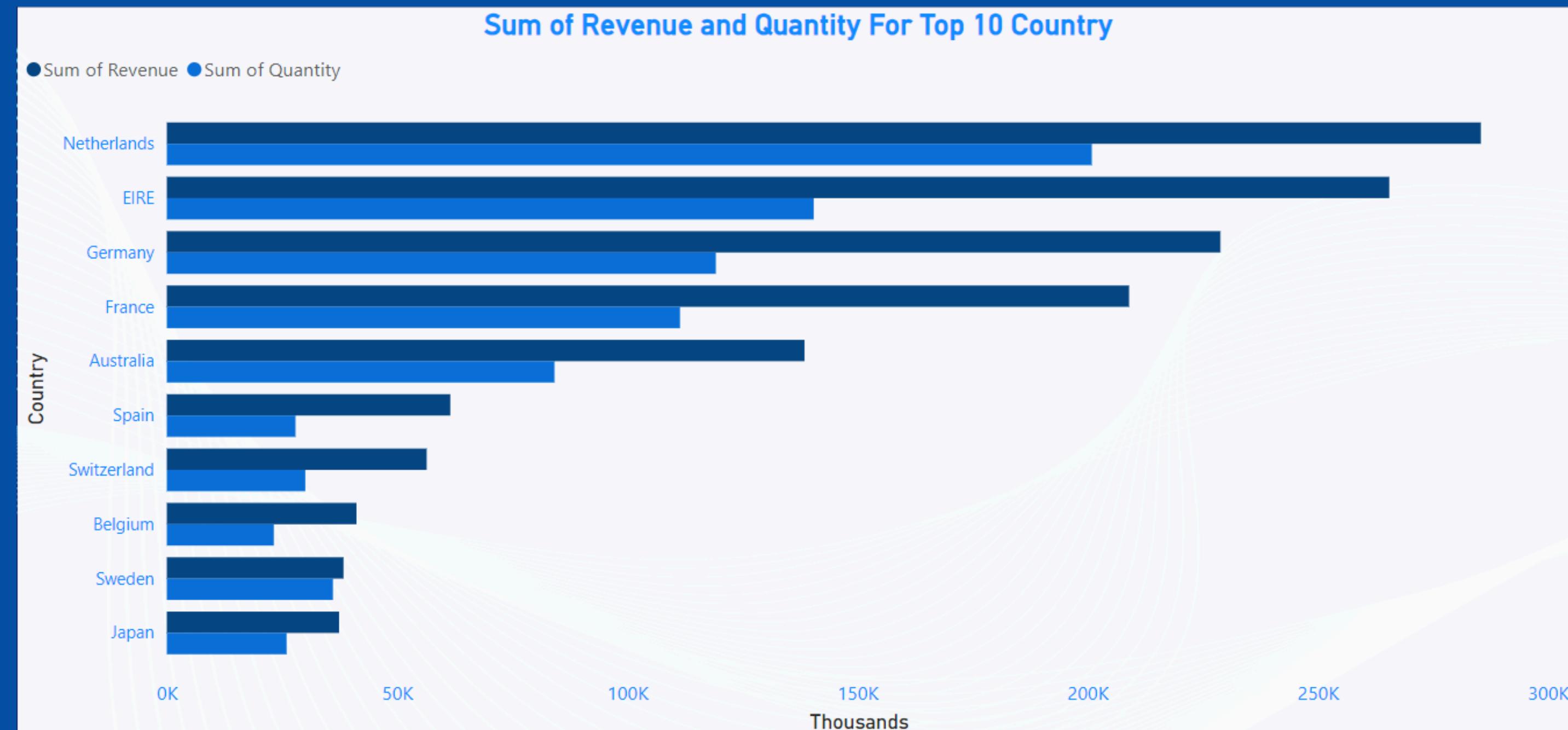
- November was the month with the highest revenue in 2011 (\$1,161,817), while February had the lowest revenue of \$447,137. September saw the first significant increase in revenue, which increased by 40% over August.





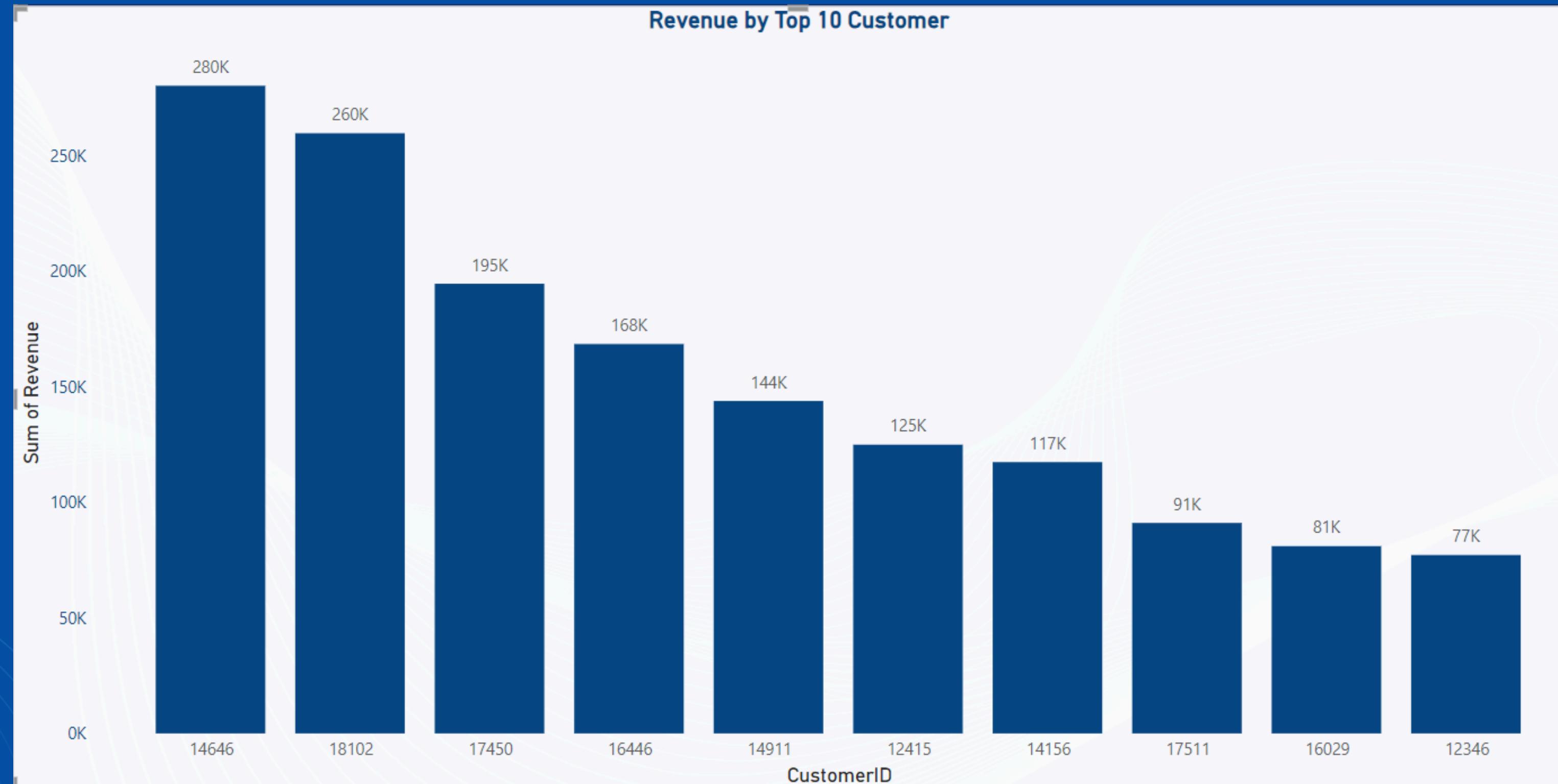
TOP 10 REVENUE-GENERATING COUNTRIES

- The Netherlands led the top ten countries in both income and quantity, excluding the United Kingdom, with statistics of \$285,446.34 and 200,937 units.
- Japan, on the other hand, has the lowest revenue and quantity, totaling \$37,416.37 and 26016 units



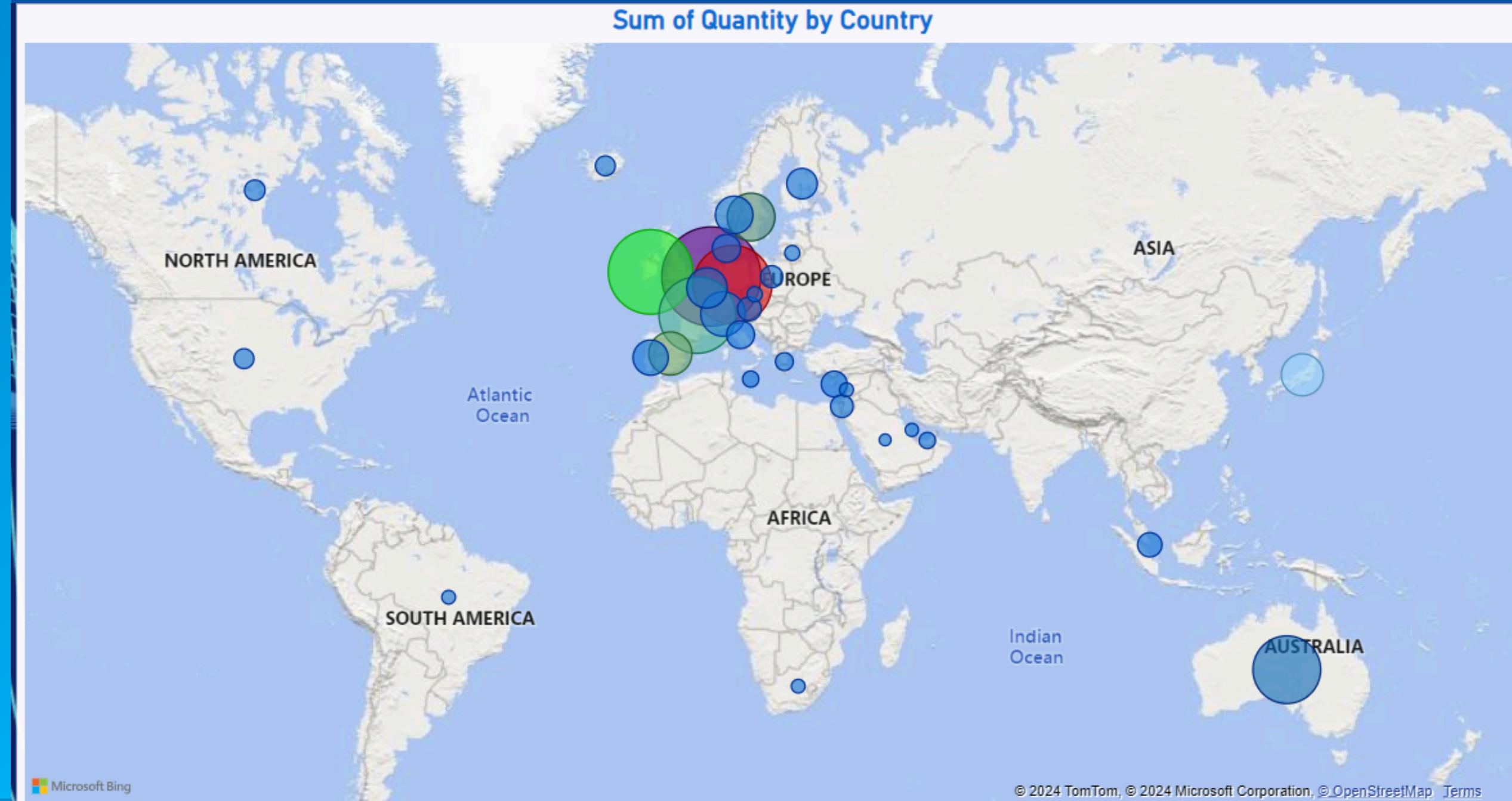
Top 10 Customers by Revenue

- Customer ID 14646 produced the most revenue \$280,206.02 out of all the customers.
- Customer ID 12346 generated the least \$77,183.60.



Product Demand by Region

- Map product demand across different countries, excluding the UK
- High-demand regions: Netherlands, Ireland, Germany, France, and Australia.
- Potential for expansion in these regions





Sales And Revenue Analysis for 2011

Total Revenue
8.38M

Country

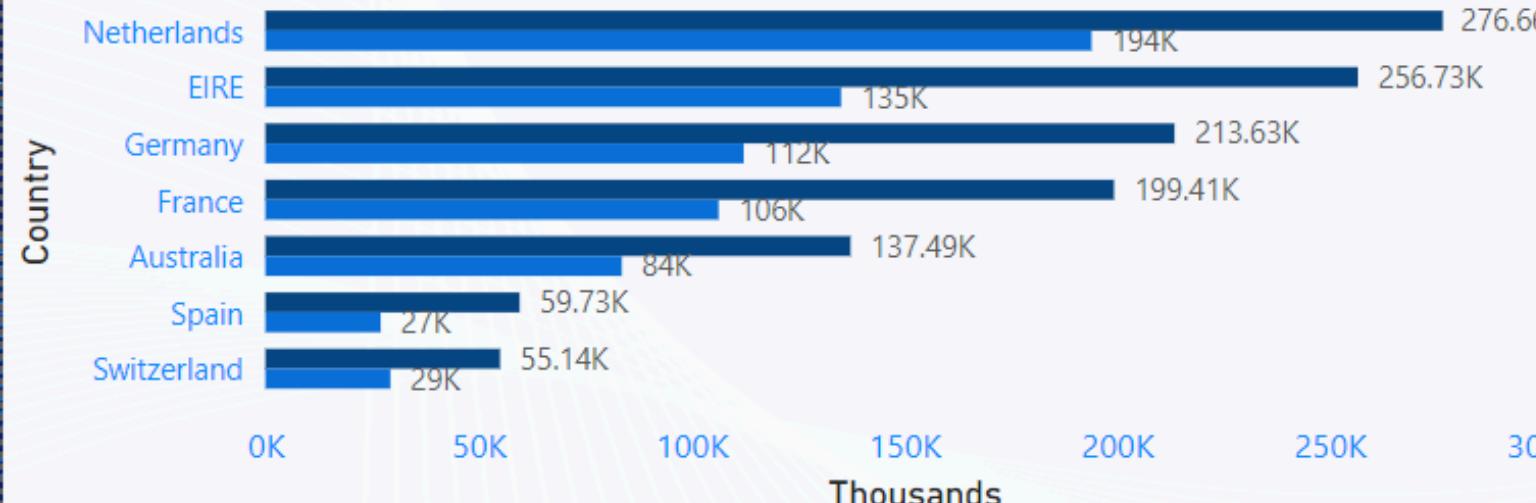
All

Year

2011

Sum of Revenue and Quantity For Top 10 Country

● Sum of Revenue ● Sum of Quantity



Revenue by Top 10 Customer



Revenue for 2011



Sum of Quantity by Country



Recommendations

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CEO Recommendations:

- Consider strategic expansions in high-demand regions.
- Optimize inventory and marketing during peak seasons based on revenue trends.

CMO Recommendations:

- Focus marketing efforts on top revenue-generating countries and customers.
- Implement targeted retention strategies for high-value customers.



CONCLUSIONS

The analysis provided TATA Online Retail Store with crucial insights derived from their sales data. Revenue patterns, top-performing nations, high-value clients, and areas with substantial product demand were all highlighted by Power BI visualizations.



These insights empower the CEO and CMO to make data-driven decisions, enhancing strategic planning, marketing effectiveness, and overall business growth.



The project's outcome ensures TATA can leverage their data to improve customer satisfaction and drive future expansions successfully.



THANK YOU!



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