DATA-DRIVEN INSIGHTS FOR RETAIL STORE: CEO & CMO QUERIES
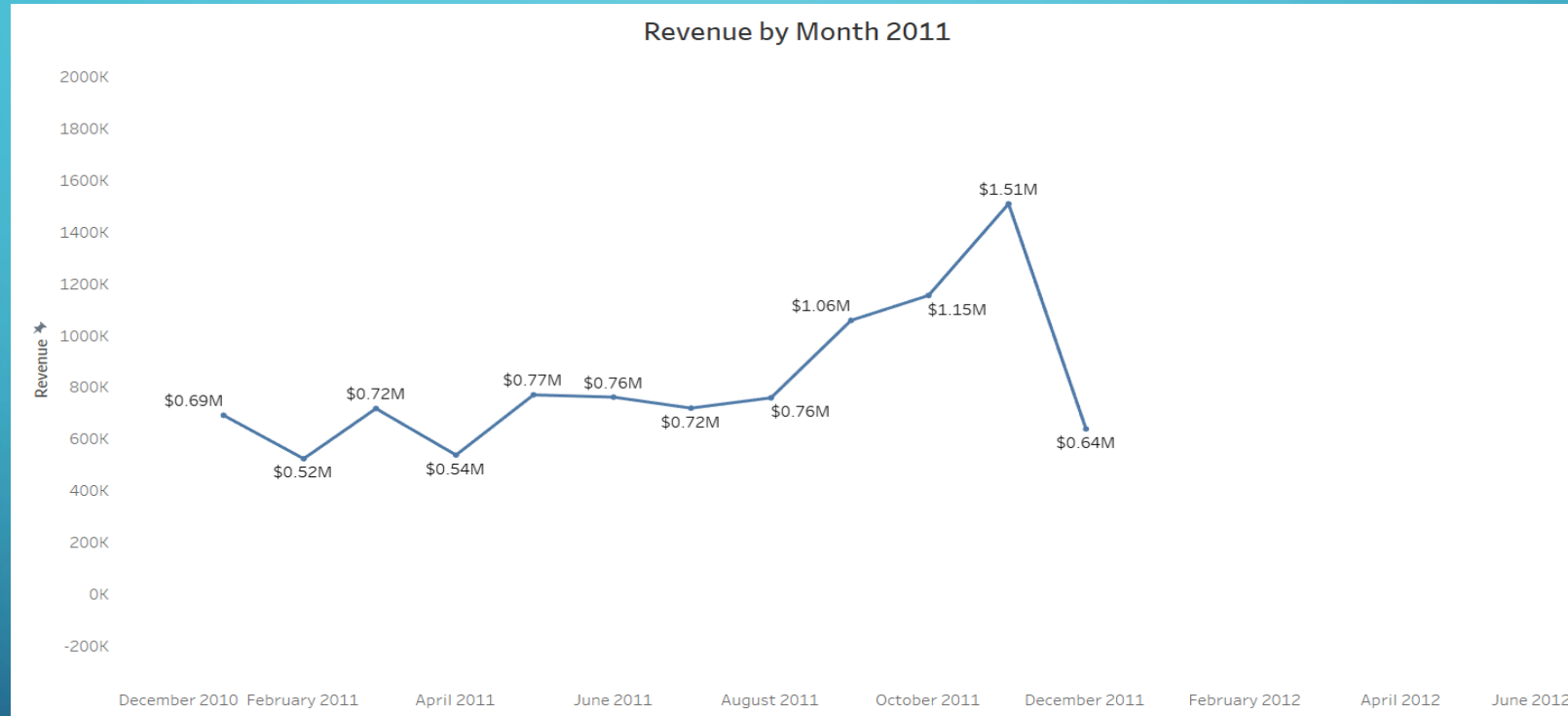
TABLEAU VISUALIZATIONS FOR BUSINESS DECISIONS

- GOWTHAM S

DATA CLEANUP PROCESS

➢**Issue**: Negative quantities and incorrect unit prices identified in the dataset.

➢**Solution**: Implemented data validation rules:

I. Quantity > 0

II. Unit Price > $0

➢**Tools used**: Tableau conditional filters and data transformation.

# REVENUE TRENDS FOR 2011

Revenue by Month 2011

o **Visual:** Time Series plot displaying by month for the year 2011.
o **Insights:** Mention any seasonal fluctuations or spikes in revenue.

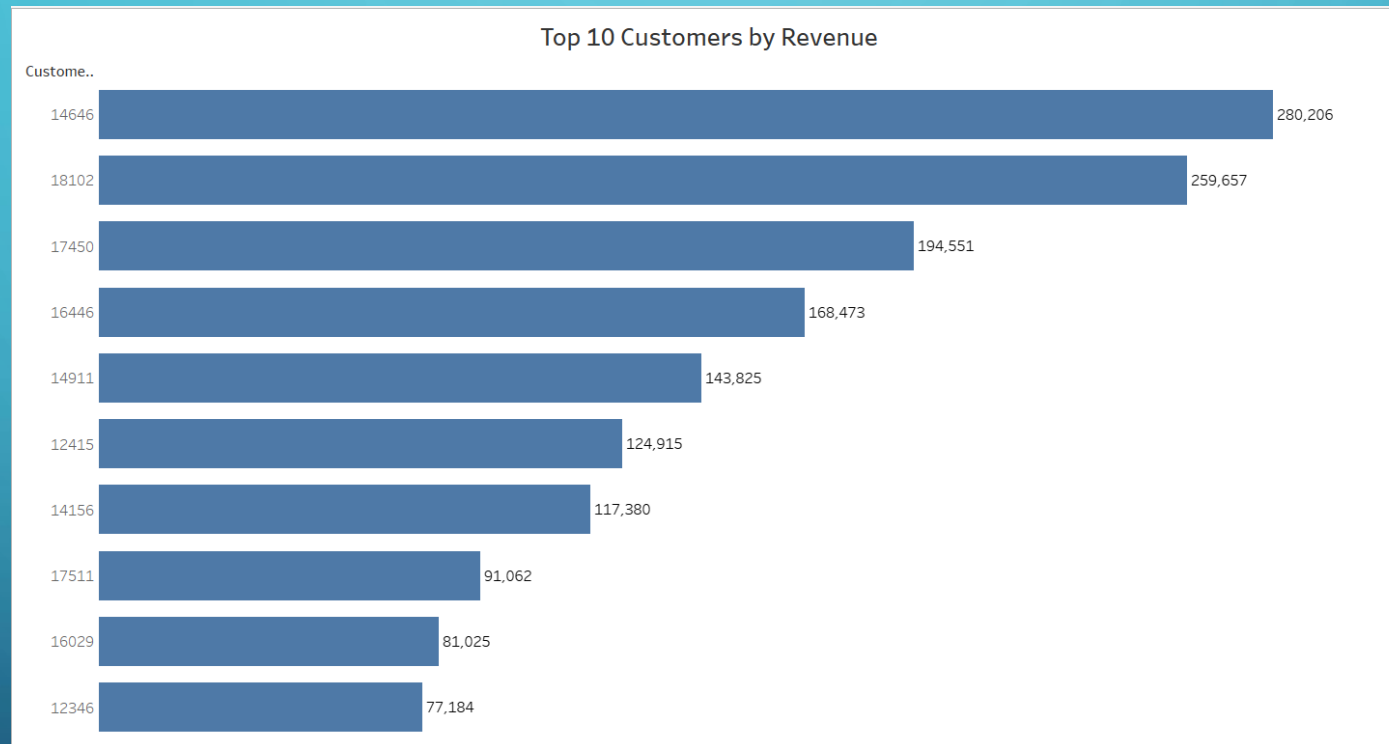# REGIONAL DEMAND ANALYSIS (EXCLUDING UK)
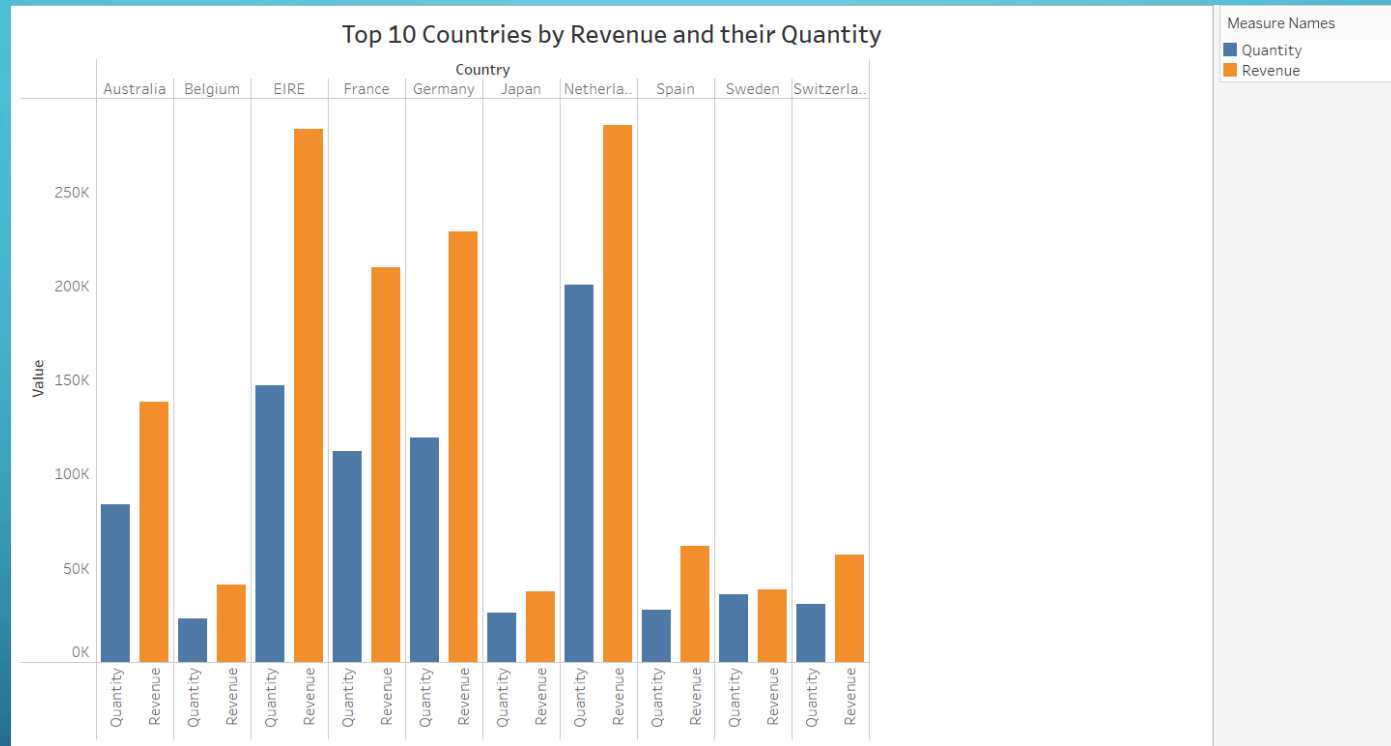
- **Objective**: Analyze which regions have the highest demand for products.
- **Visual**: Map or bar chart showing demand across regions excluding the UK.
- **Insights**: Highlight regions with high demand and potential expansion opportunities.

TOP 10 COUNTRIES BY REVENUE & QUANTITY (EXCLUDING UK)
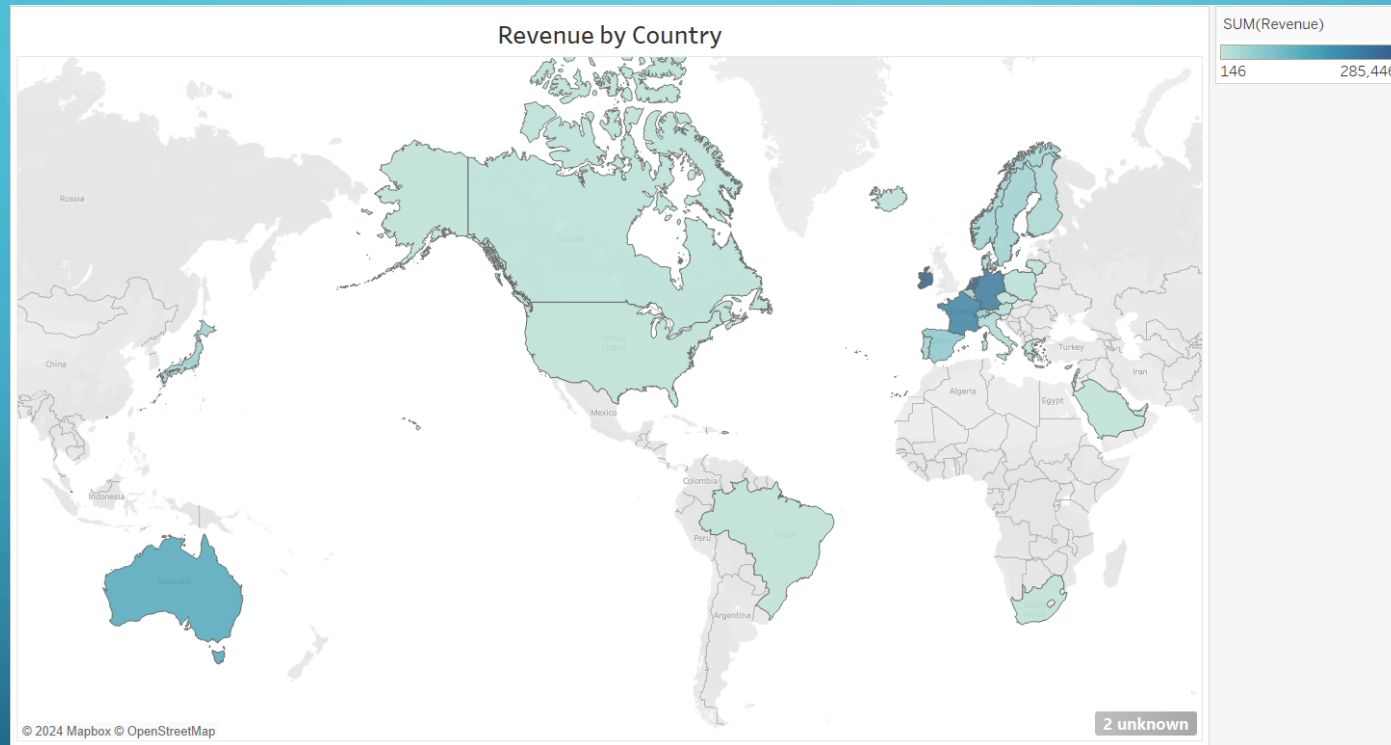
- o **Objective:** Show the top-performing countries in terms of revenue and quantity sold.
- o **Visual:** Bar chart displaying both revenue and quantity for the top 10 countries.
- o **Insights:** Discuss the countries leading in sales and possible marketing implications.

TOP 10 CUSTOMERS BY REVENUE

Top 10 Customers by Revenue

Custome..

Customer	Revenue
14646	280,206
18102	259,657
17450	194,551
16446	168,473
14911	143,825
12415	124,915
14156	117,380
17511	91,062
16029	81,025
12346	77,184

o **Objective**: Display top revenue-generating customers to focus on retention strategies.

o **Visual**: Ranked bar showing the highest to lowest revenue by customer.

o **Insights**: Identify high-value customers and discuss customer retention strategies.

CONCLUSION

•**Summary**:
➢Highlight key insights from the visualizations.
➢Present potential strategies for future growth based on the findings.

•**Next** Steps:
➢Recommendations for CEO and CMO (e.g., focus regions for expansion, key customers for retention).