

# REVENUE AND EXPANSION INSIGHTS

DATA ANALYTICS



# AGENDA

- Introduction
- Data Processing
- Exploratory Analysis
- Recommendations



# INTRODUCTION

The purpose of this analysis is to show metrics that can evaluate business performance. The analysis can help in giving insights in expansion and showing revenue information of the company.



# DATA PROCESSING

The data is processed with Power bi - Power query by sorting and scrubbing unwanted values that can interfere with the results of our analysis.

- Removed values from the quantity column that shows negative values.
- Also removed unit prices that are below \$0.
- Cleansed the data as stated and made few changes Aside from these corrections, the data is accurate and relevant to answer the business tasks.





# Online Retail Sales

Forage Virtual Internship  
Sethuraman B



CustomerID

All

Country

All

InvoiceNo

All

Date

01-12-2010

09-12-2011



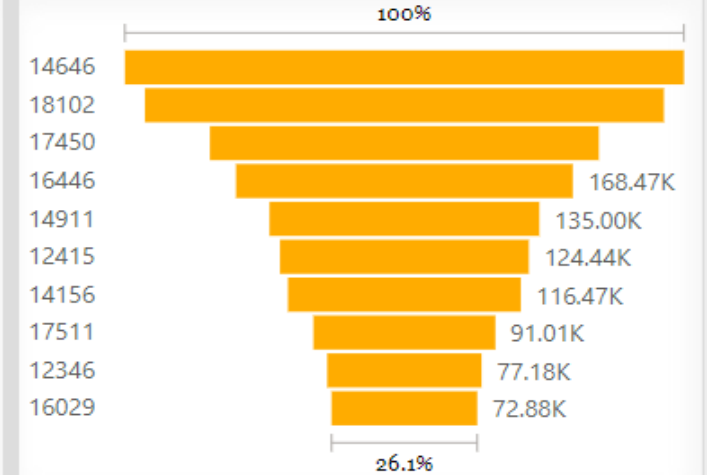
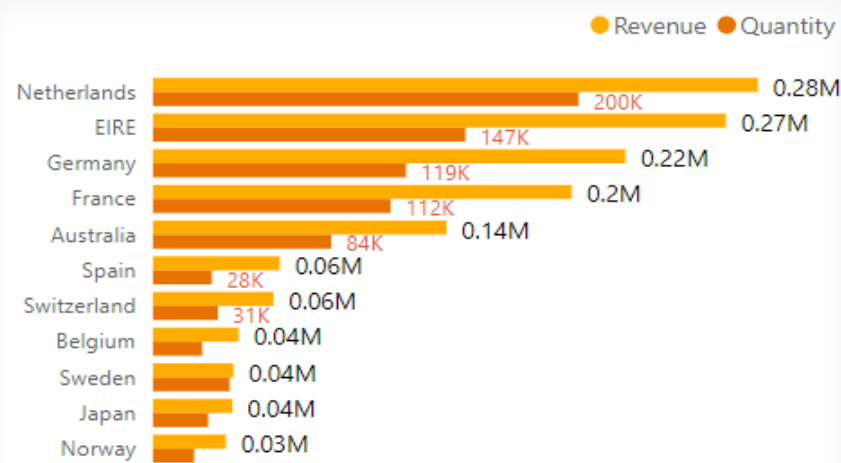
KPI 1-Quantity Sold On Country



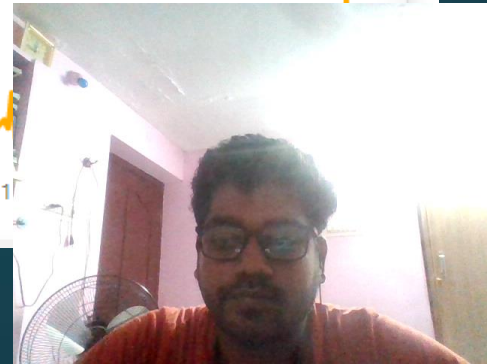
KPI 2-Revenue & Quantity Top 10 Country



KPI 3-Top 10 Customer by Revenue

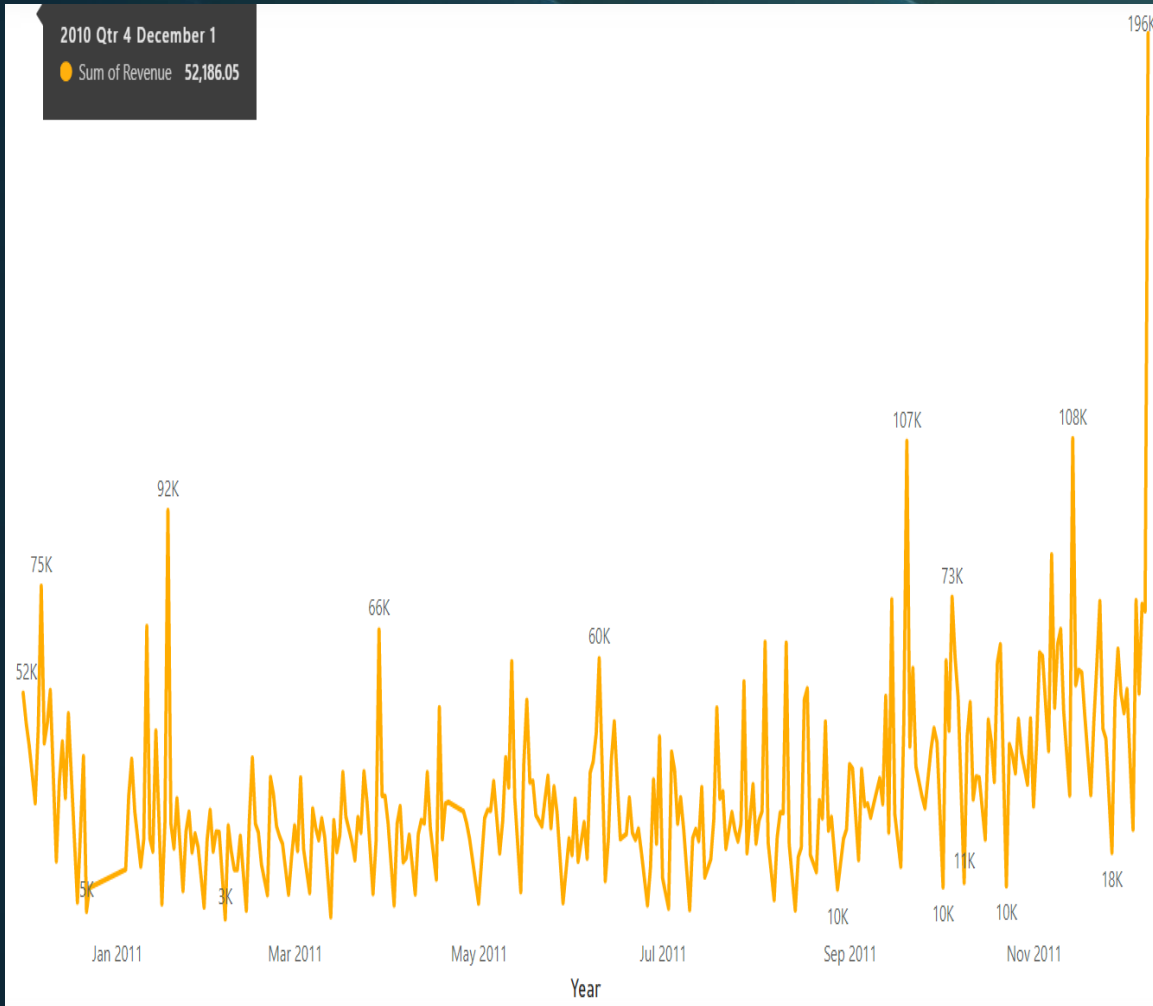


KPI 4-Revenue Breakdown





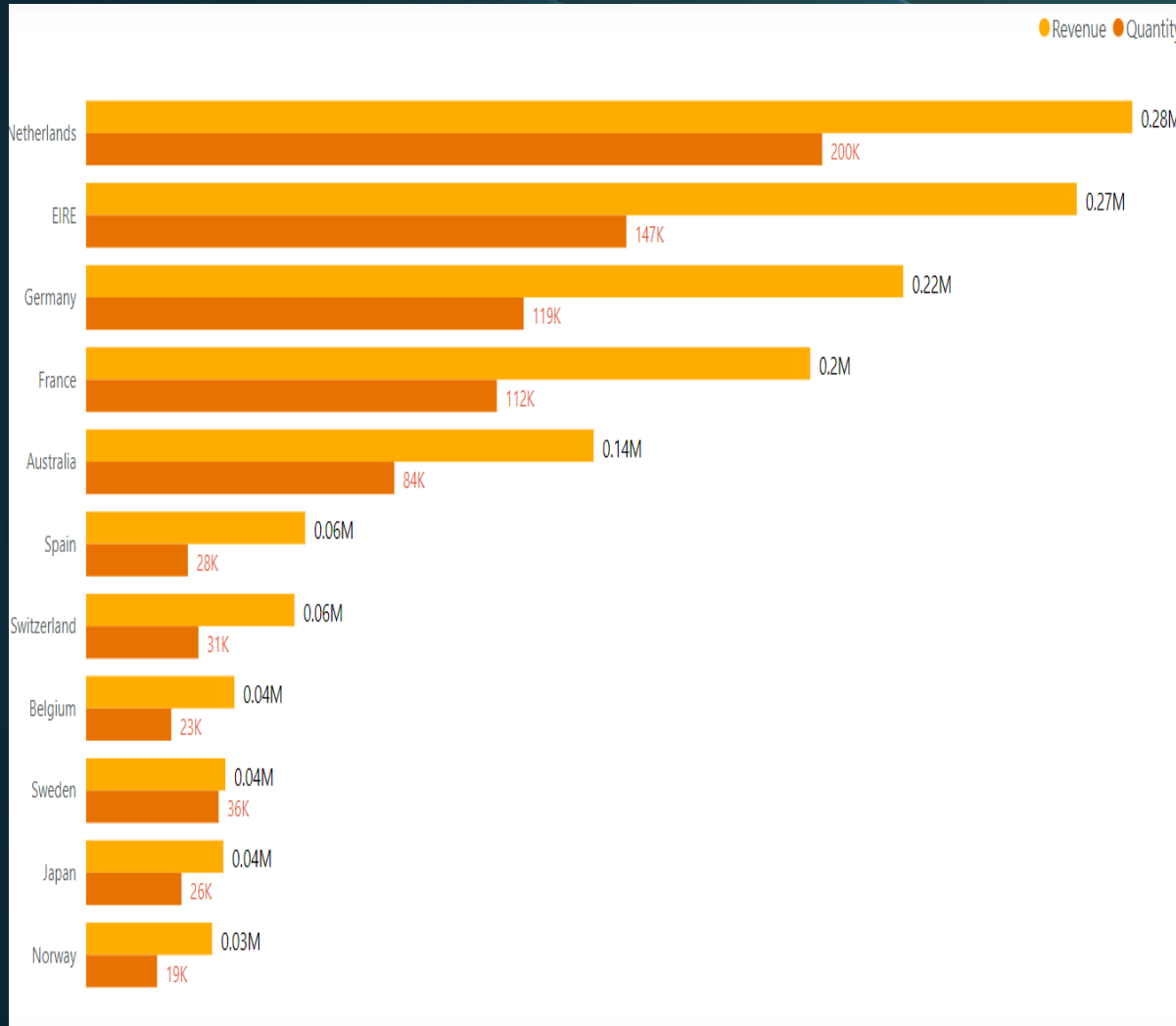
# EXPLORATORY ANALYSIS



- Here we can see the trend of revenue through the year 2011.
- August is when the revenue is going a positive direction through November.
- November is the month with the most revenue generated by the company.
- There is incomplete data about December to confirm seasonality of revenue.

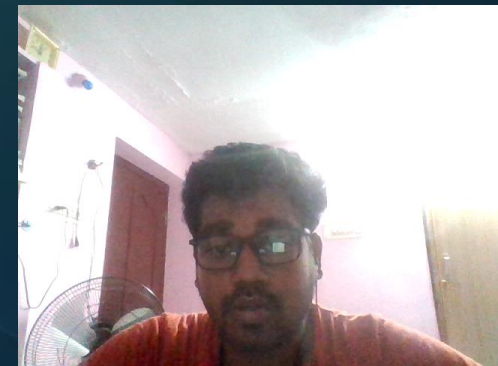


# EXPLORATORY ANALYSIS

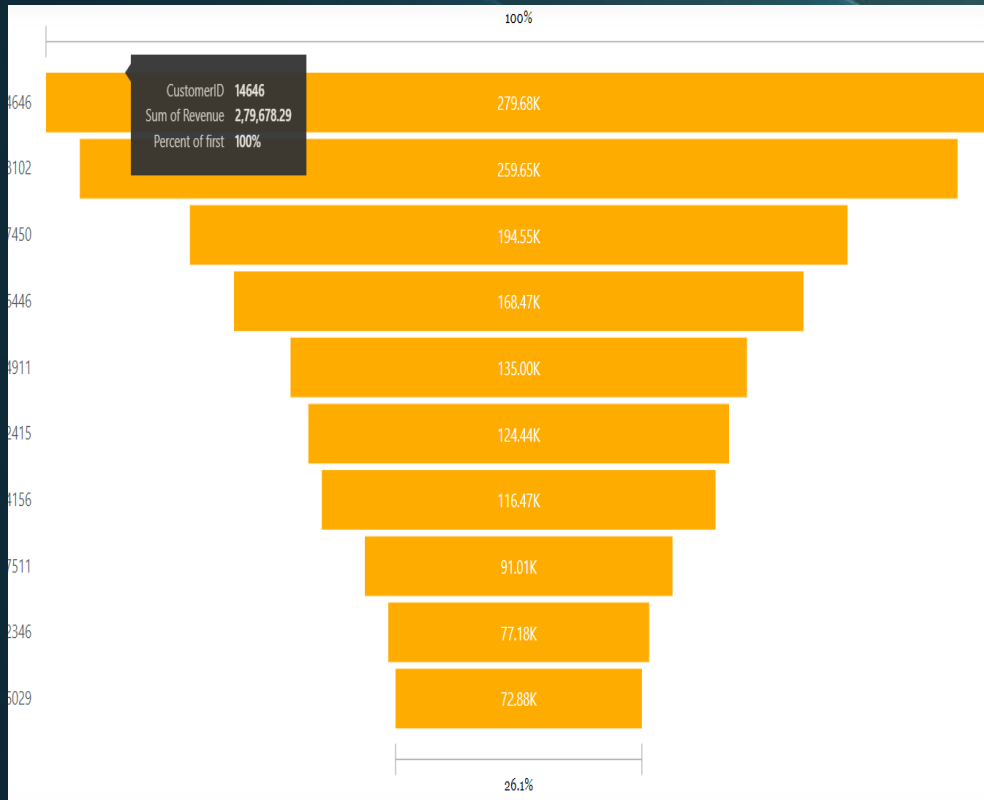


Netherland is the country that generated the most revenue out of 38 countries followed by EIRE and Germany.

We noticed that even though Netherland is top 1, Netherlands still has the most quantity sold by product. The products sold in Netherlands might be cheaper compared to the ones sold in Ireland.

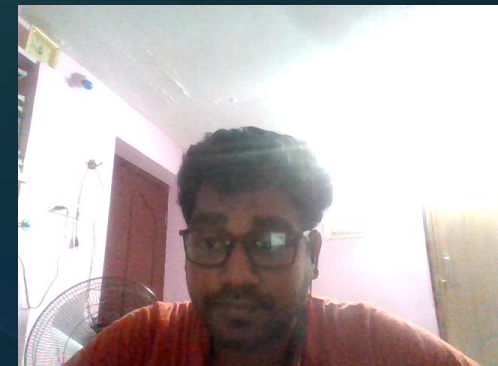


# EXPLORATORY ANALYSIS



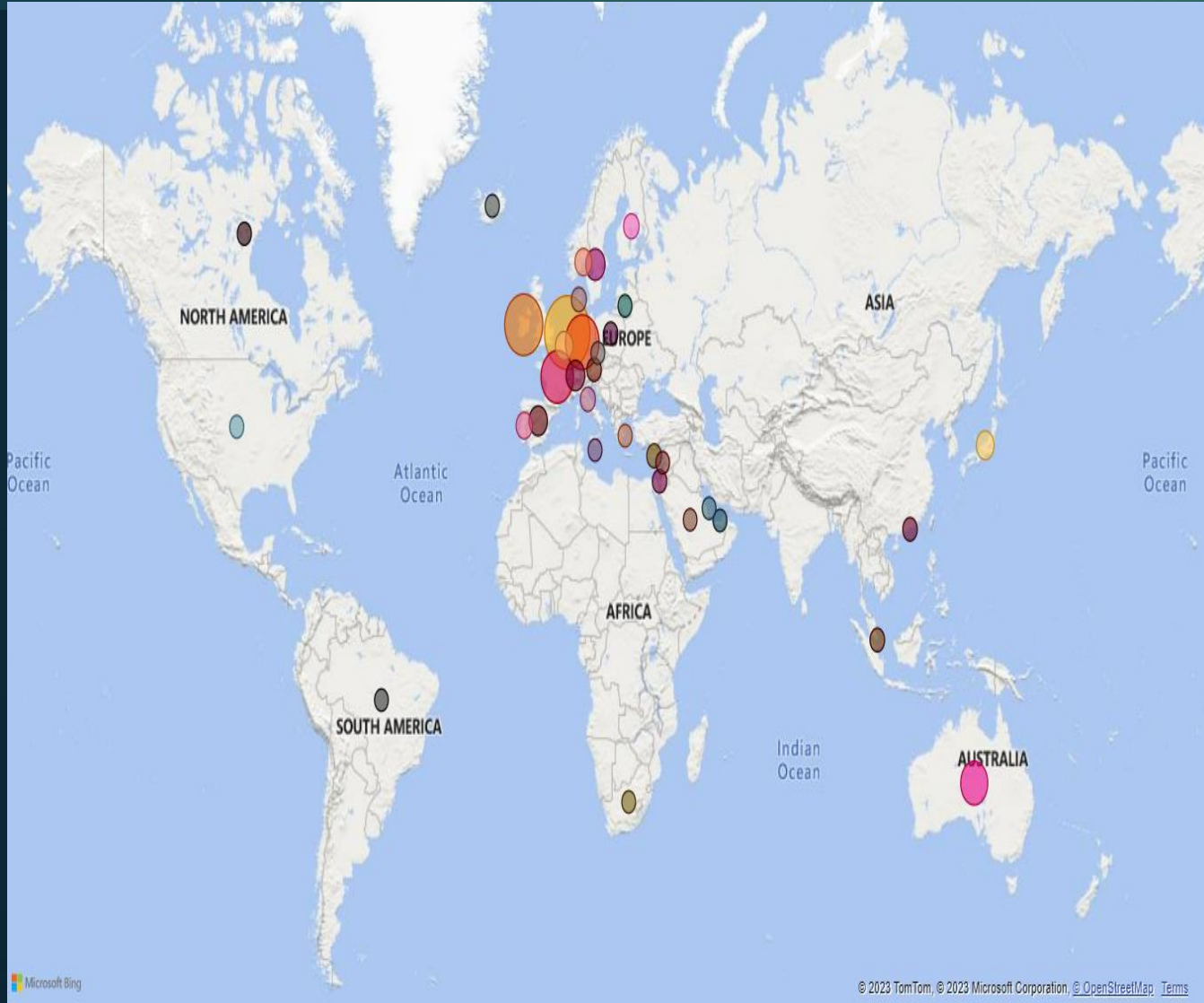
Here we see the top 10 customers by revenue.

- The top customer generated about \$257,520. Customer ID 14646
- There are 2 customers that generated an average of \$77,000 and \$56,000 in revenue which is Customer ID 12346 and 16446 respectively.





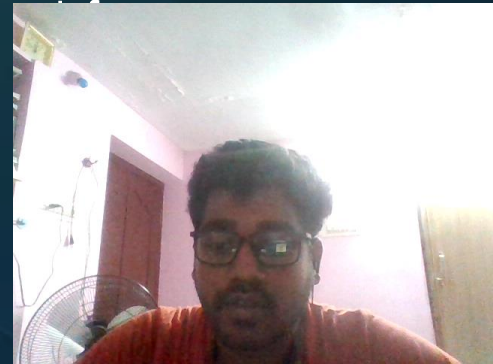
# EXPLORATORY ANALYSIS



Ireland is the country that has the highest revenue which makes it the best country for a business expansion.

The surrounding areas around Ireland seems promising for the popularity of the business.

Countries like Netherlands, Germany and France has a significant customer base that can also be looked opportunities.



# RECOMMENDATIONS

- There is incomplete data in December but it shows a promising month since the –Ber months we can see a steady uptrend of revenue.
- Ireland and the surrounding areas has generated great revenue and the company has a significant customer base that we can tap into for expansion opportunities.
- The top customers has an average revenue starting with \$77,183 then \$56,157 then drastically falls from \$13,000 to \$2,000 range.
- Data such as profit can be used in future analysis to evaluate more of the business performance



THANKS!

