

TATA Motors Data Visualization:Driving Business Growth and Expansion with Insightful Visualizations



Today's Agenda

- Introduction
- Data Cleanup Process
- Time Series of Revenue Data for 2011
- Top 10 Countries by Revenue (Excluding the UK)
- Top 10 Customers by Revenue
- Demand by Region (Excluding the UK)
- Recommendations
- Conclusion



Introduction

Today I will be presenting the findings from our recent data analysis, which aims to provide insights into our business performance and help inform our strategic expansion plans.



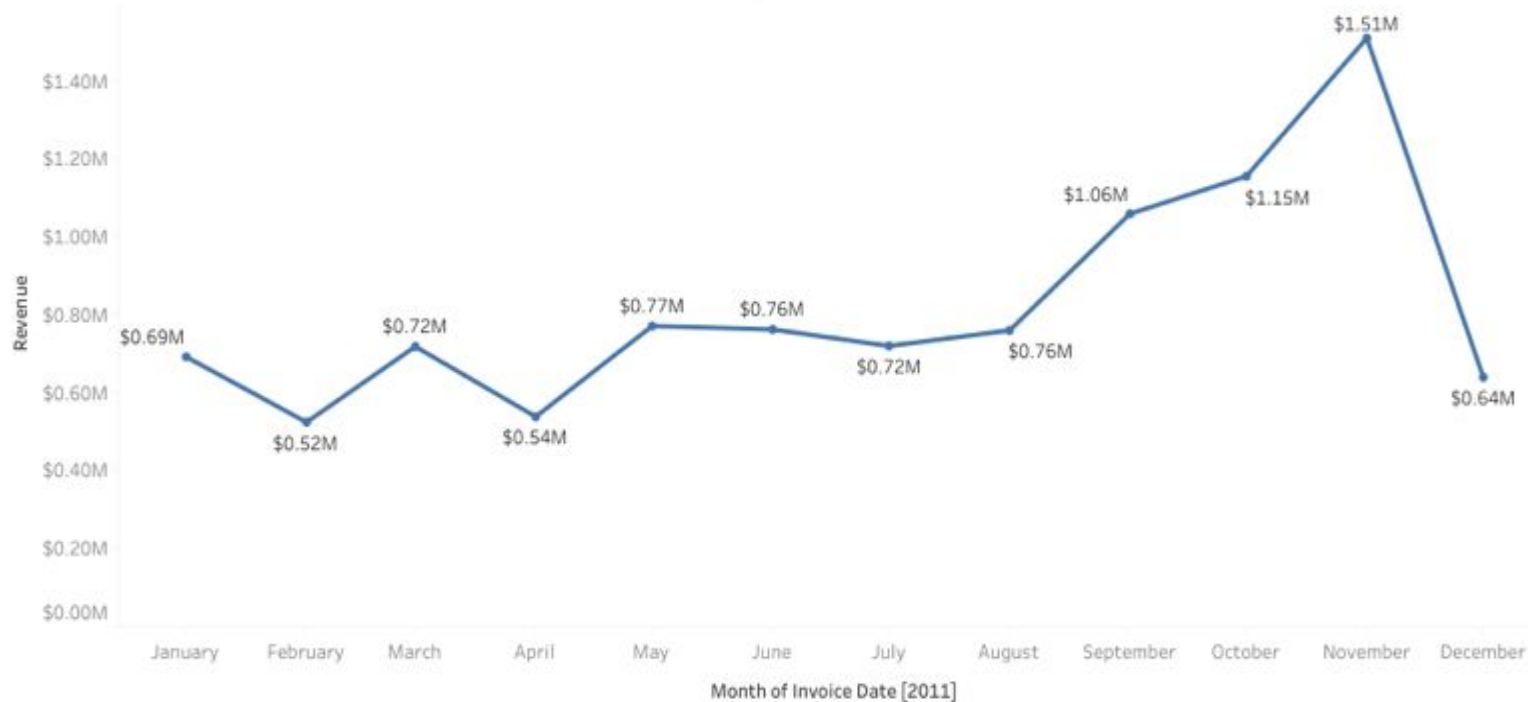
Data Cleanup Process

- Quantity Validation: We removed entries where the quantity was less than 1, which accounted for returns and input errors.
- Price Validation: We excluded records with unit prices below \$0 to correct any pricing errors.



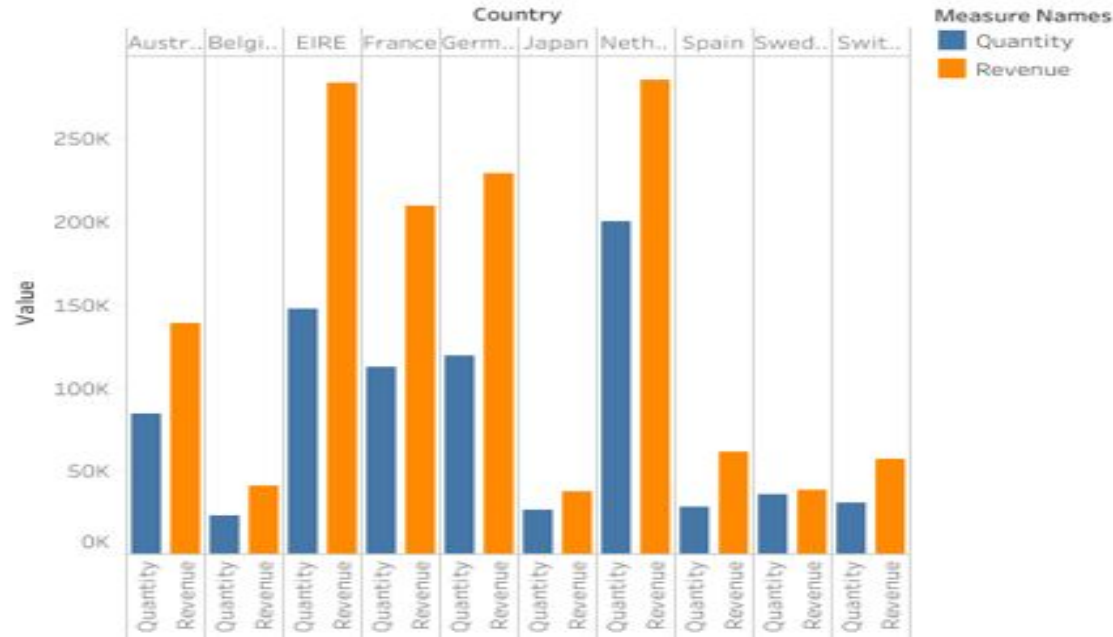
Insights: Time Series of Revenue Data for 2011

Revenue by month 2011

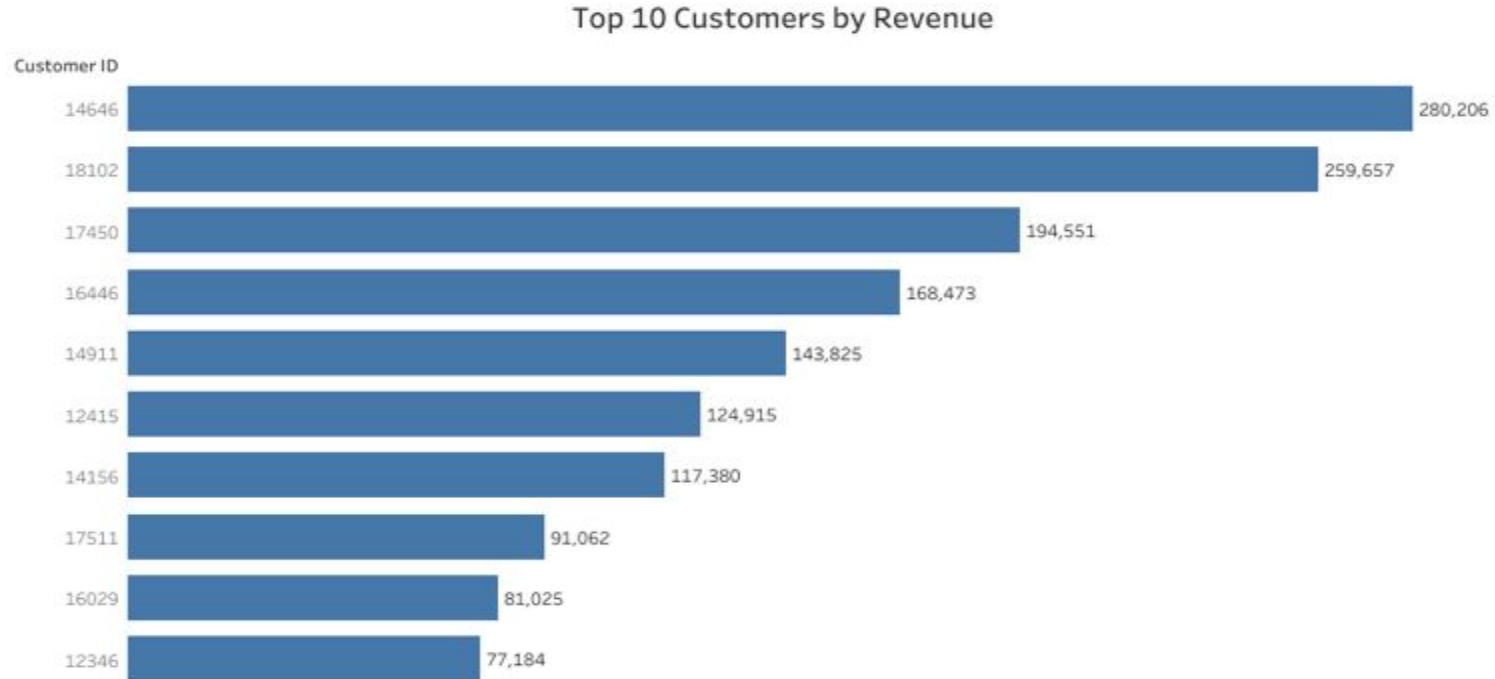


Insights:Top 10 Countries by Revenue (Excluding the UK)

Top 10 Countries by Revenue and their Quantity



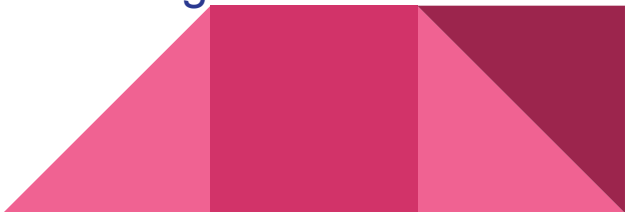
Insights:Top 10 Customers by Revenue



Insights:Demand by Region (Excluding the UK)



Recommendations

- Optimize High-Performing Product Categories: Focus resources on top-performing products identified in the revenue analysis.
 - Enhance Customer Retention Strategies: Implement targeted retention campaigns for top customers to maintain loyalty.
 - Improve Operational Efficiency: Address inefficiencies in lower-performing departments to boost overall productivity.
 - Strategic Expansion: Plan expansion efforts in regions with high demand as indicated by the map chart.
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Conclusion

In conclusion, these insights provide a clear roadmap for strategic decisions aimed at driving growth and optimizing performance. By focusing on high-demand regions and top-performing customer segments, we can effectively target our expansion efforts and enhance overall business performance.



Thank you.

