

Task 2 – Data Visualization & Storytelling (Final Report)

1. Introduction

This report presents key business insights using sales data through clean, meaningful visualizations.

Each chart includes a clear explanation and supports a final business story.

2. KPI Summary

- Total Sales
- Total Orders
- Total Profit

These KPIs help understand the overall business performance.

3. Monthly Revenue Trend – Insight

The monthly revenue chart highlights seasonal behavior.

Insight: Sales peak in November and December, likely due to holiday season buying.

February shows the lowest activity. The business experiences strong Q4 sales.

4. Sales by Country – Insight

Countries contribute differently to overall revenue.

Insight: The United States generates the highest sales. Canada, India, and France show growing market potential.

Emerging markets like Brazil and Mexico can be targeted for expansion.

5. Top 10 Customers – Insight

Identifying key customers reveals revenue concentration.

Insight: The top 10 customers contribute a significant portion of total sales.

High-value customers should be targeted for loyalty programs and exclusive deals.

6. Demand by Country (Quantity) – Insight

Product demand levels vary by region.

Insight: The United States and United Kingdom show highest demand.

This indicates mature markets that may require stable inventory planning.

7. Storyboard Summary

1. **Overall Performance:** The business performs strongest in Q4.
2. **Market Analysis:** US dominates revenue; other countries show emerging opportunity.
3. **Customer Analysis:** Small group of customers drive majority of sales.
4. **Product Demand:** Quantity sold reveals strong regional preferences.

8. Final Business Recommendations

- Increase marketing activities during Q4 to maximize peak season revenue.
- Expand into Canada and India with targeted promotions.
- Introduce loyalty benefits for top customers to ensure retention.
- Strengthen supply chain for high-demand regions.

Conclusion

This report fulfills Task-2 requirements by providing a structured dashboard narrative, clear insights, and actionable business recommendations.