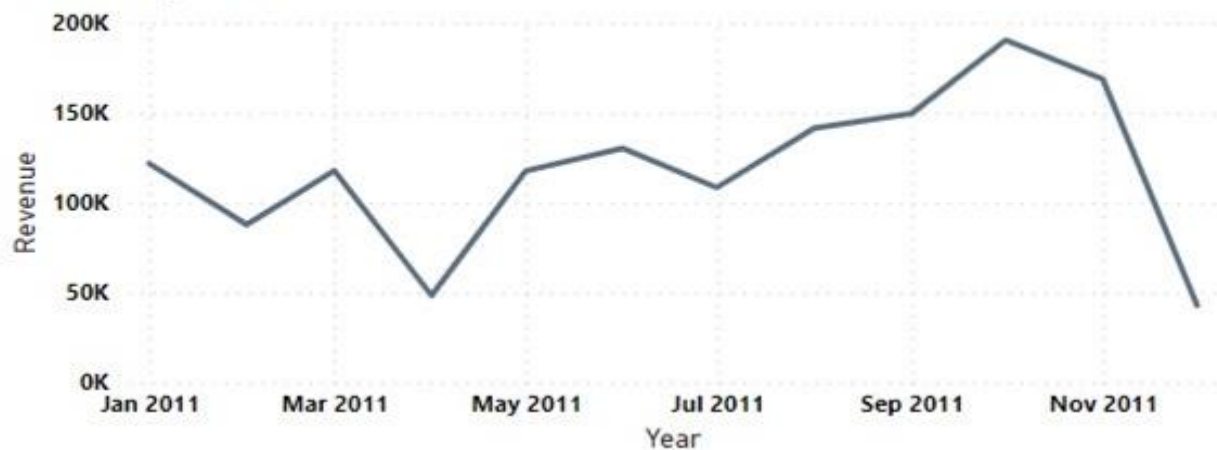# TATA – DATA VISUALIZATION
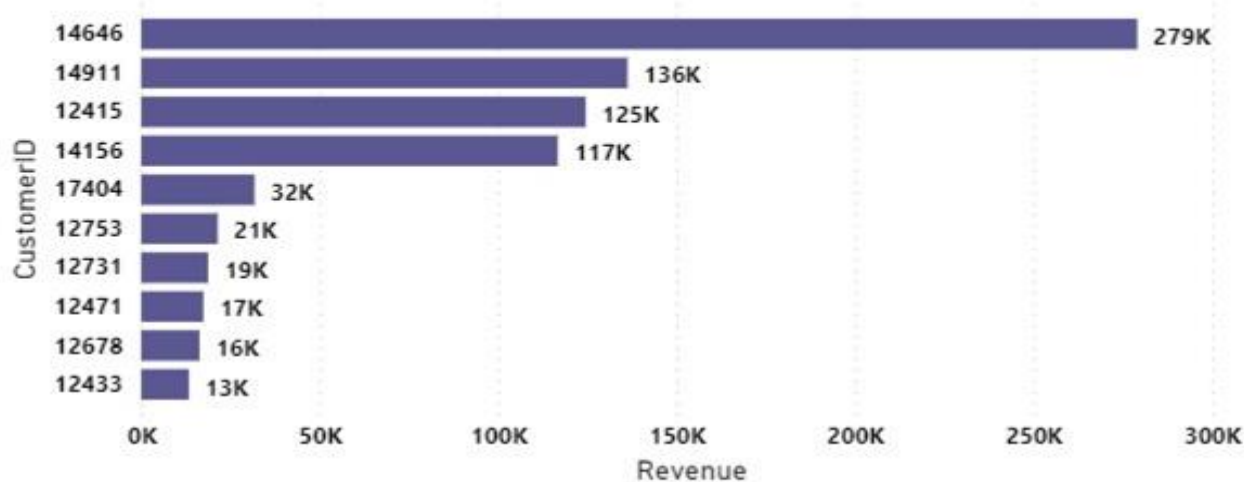
Empowering Business with Effective Insights

DASHBOARD
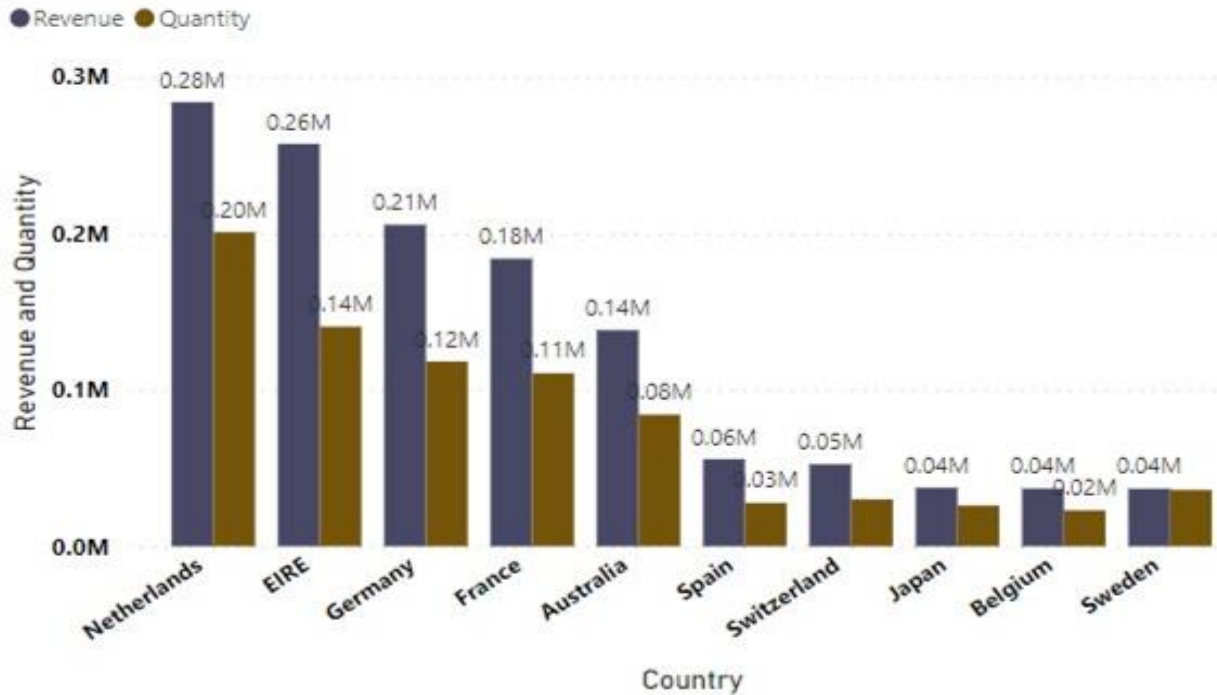
Revenue by Month

Revenue by Customer

CustomerID	Revenue
14646	279K
14911	136K
12415	125K
14156	117K
17404	32K
12753	21K
12731	19K
12471	17K
12678	16K
12433	13K

Revenue by Country

● Revenue ● Quantity

Country by Total Units Sold

Country ● Netherl... ● EIRE ● Germany ● France ● Australia ● Sweden ● Switzerl... ● Spain ● Japan ▶

Revenue by Month

April	
● Sum of Revenue	**48,436.33**

Values by month:
- January: 122K
- February: 88K
- March: 118K
- April: 48K
- May: 118K
- June: 130K
- July: 108K
- August: 142K
- September: 150K
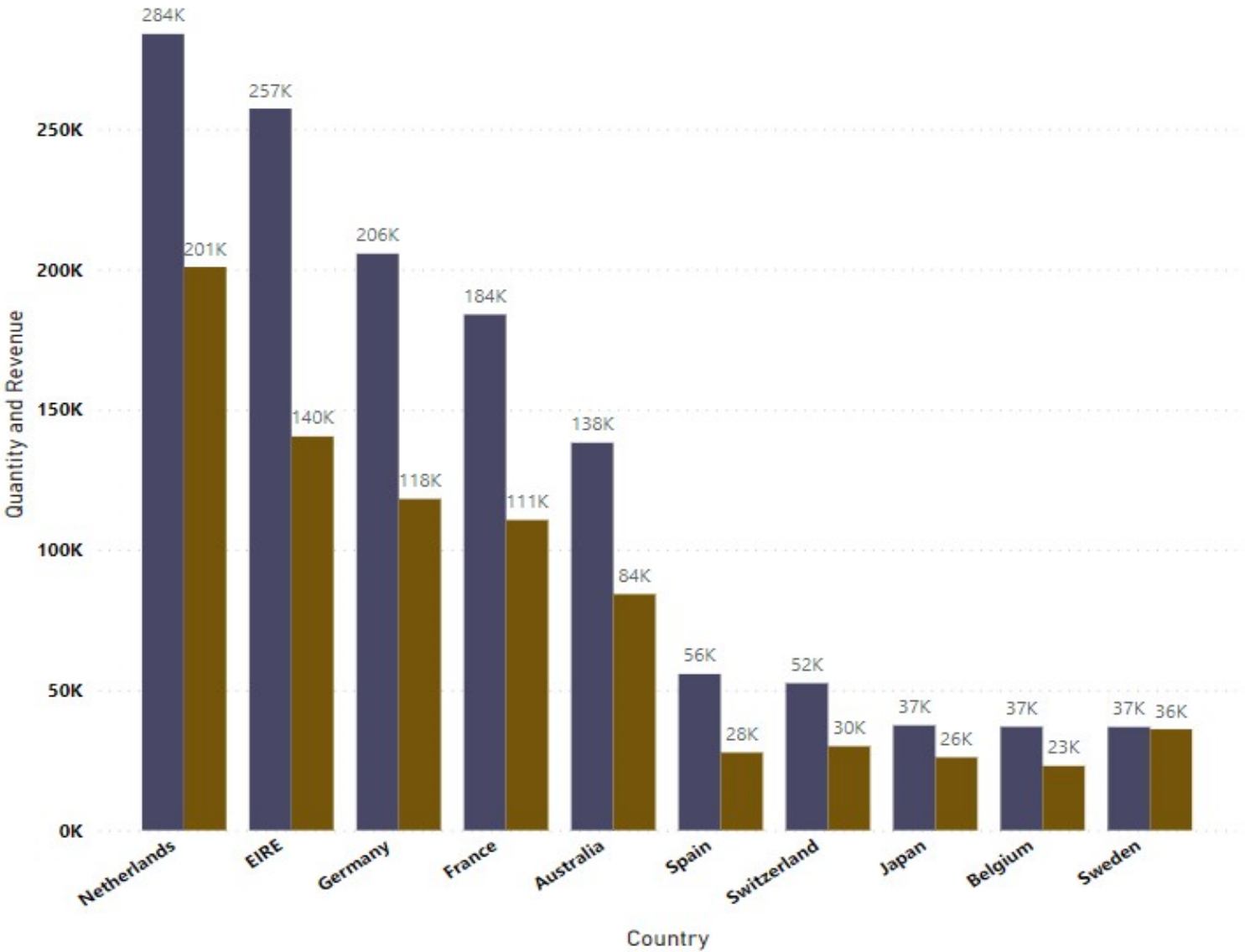- October: 191K
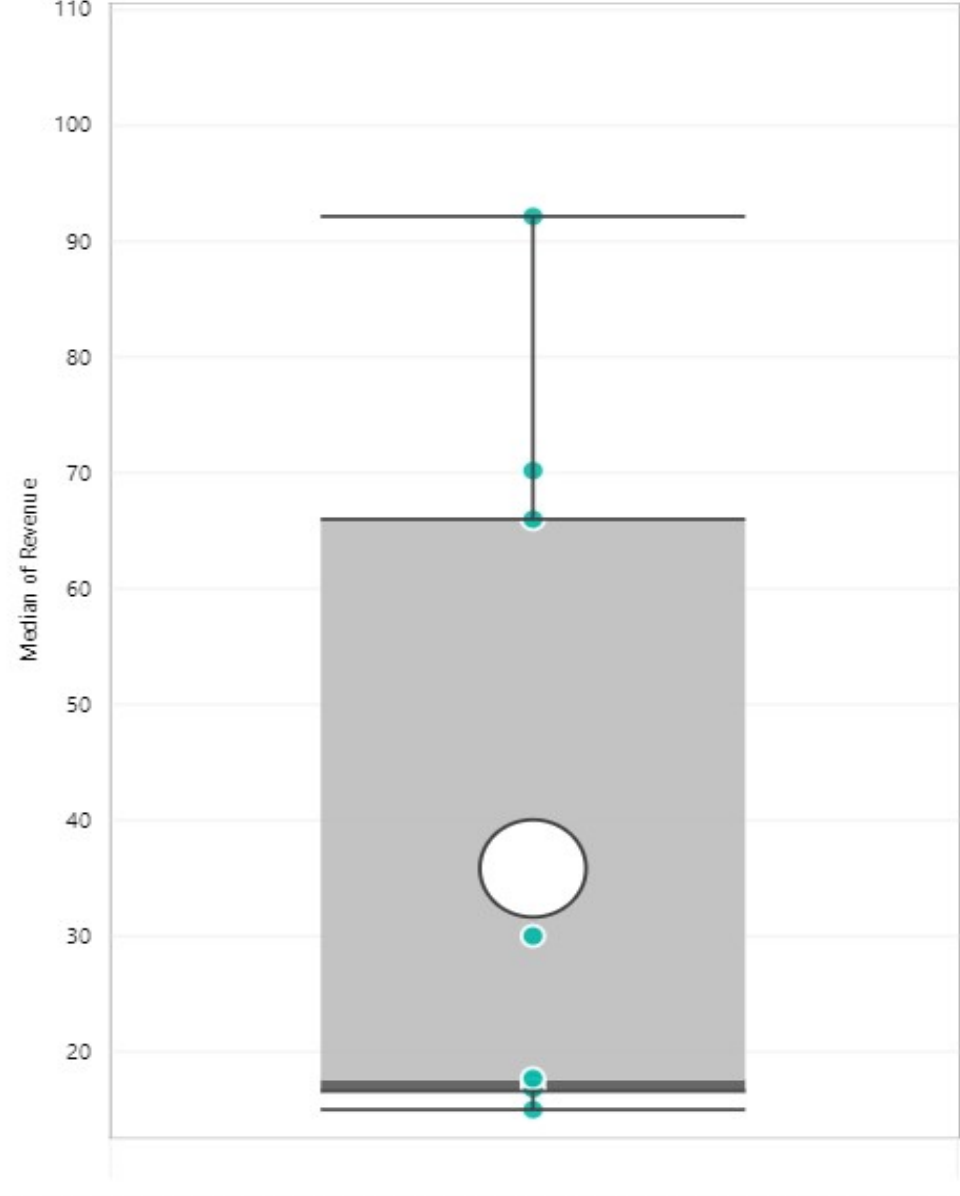- November: 169K
- December: 112K

Revenue

Month
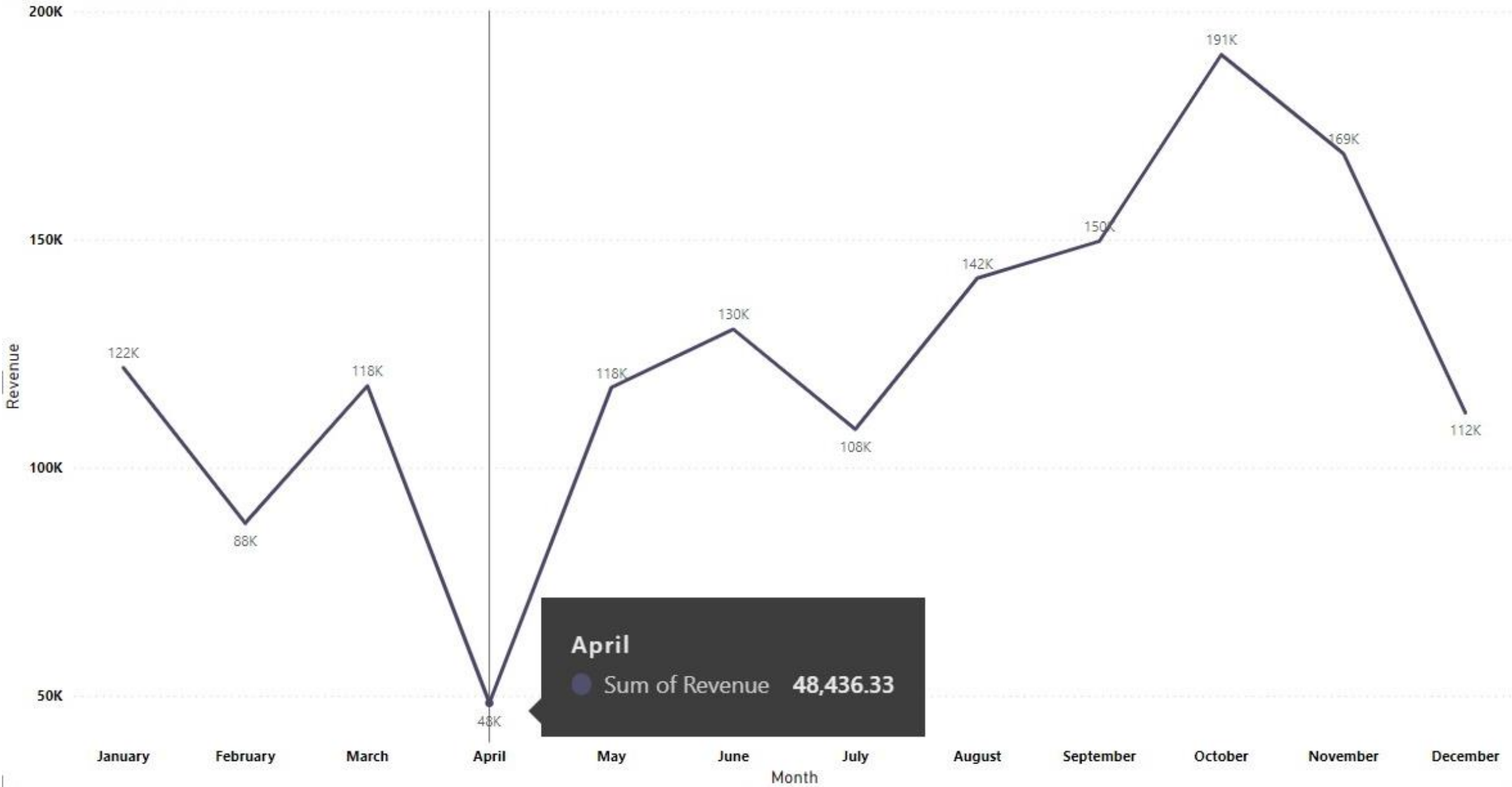
Revenue and Quantity Sold by Country

● Revenue ● Quantity

Median of Revenue by Country

Revenue by Customer

CustomerID	Revenue
14646	279K
14911	136K
12415	125K
14156	117K
17404	32K
12753	21K
12731	19K
12471	17K
12678	16K
12433	13K

Revenue by Customer

420

Count of CustomerID
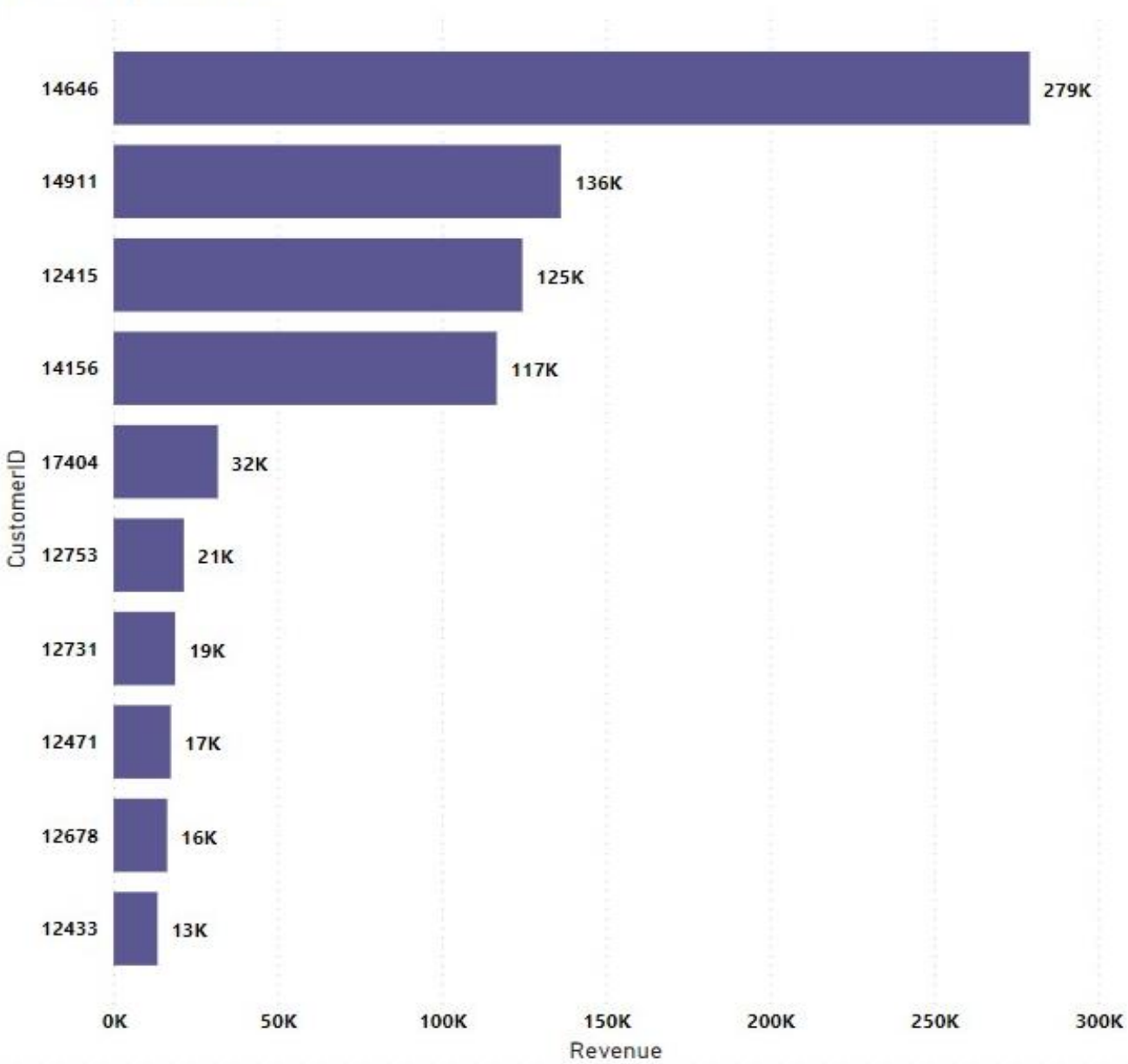
Sales Revenue and Quantity per product
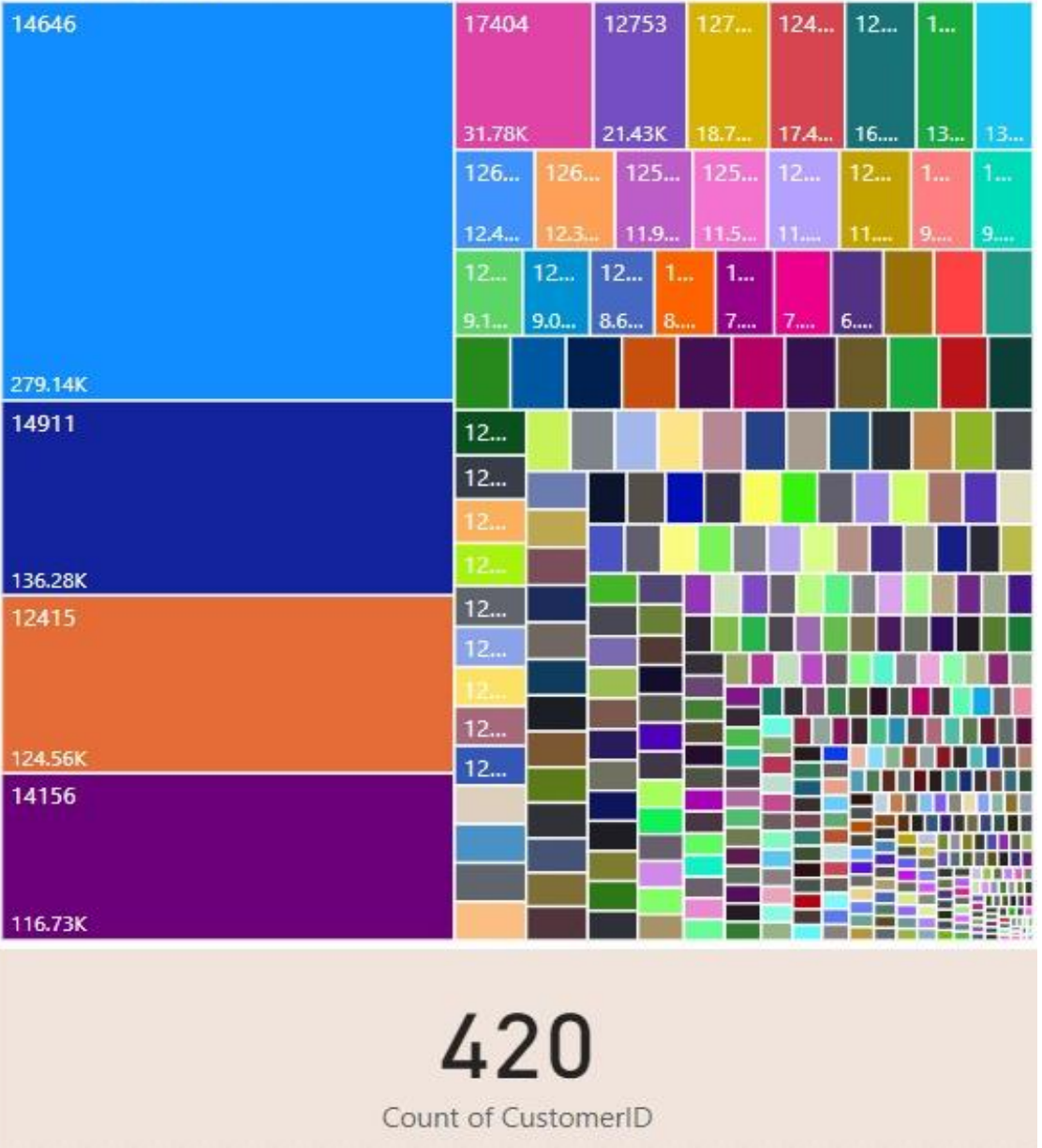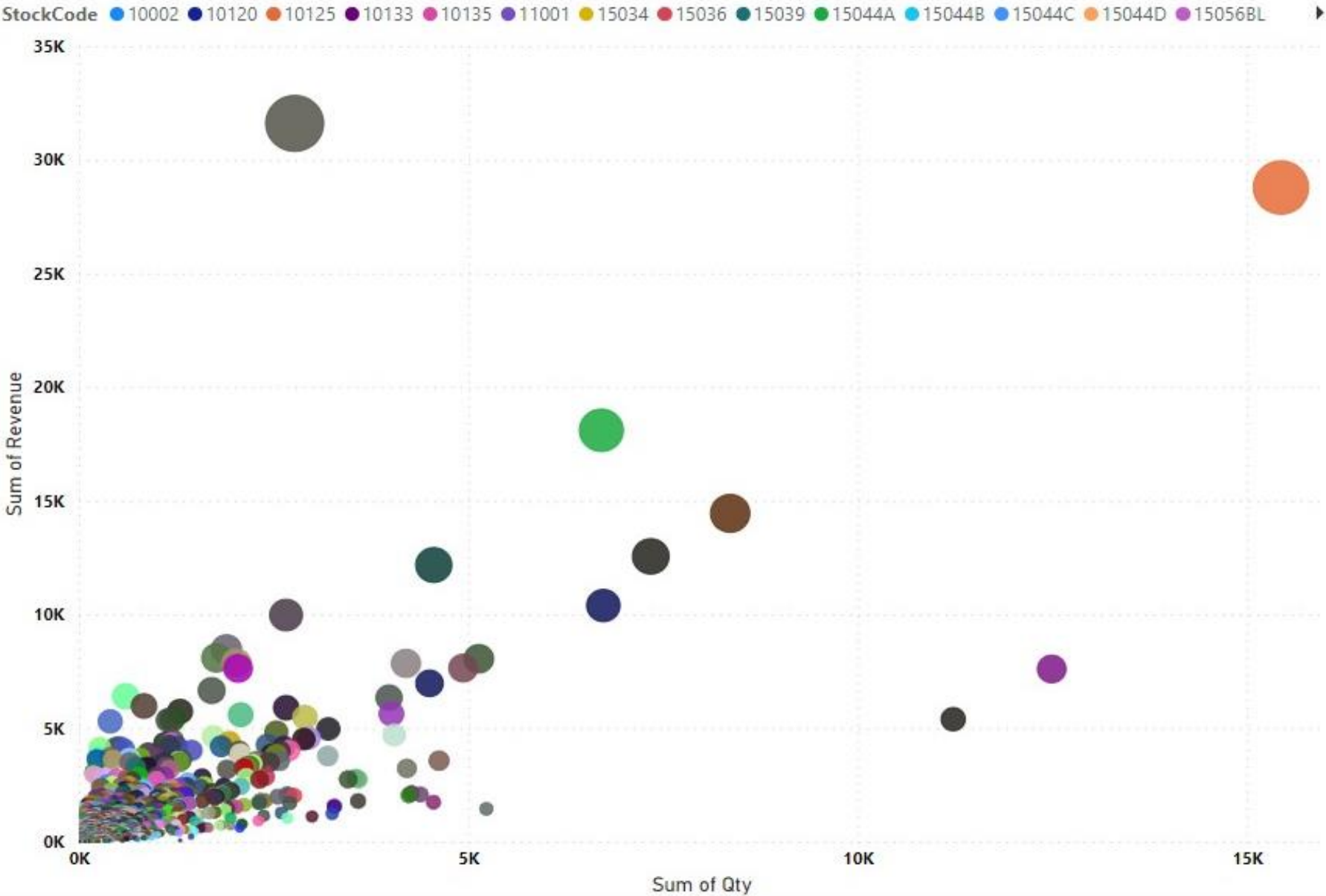
StockCode ● 10002 ● 10120 ● 10125 ● 10133 ● 10135 ● 11001 ● 15034 ● 15036 ● 15039 ● 15044A ● 15044B ● 15044C ● 15044D ● 15056BL ▶

StockCode	Quantity	Revenue
22423	2771	31,602.75
23084	15437	28,782.08
22326	6709	18,101.95
22629	8364	14,447.40
22630	7344	12,554.40
22328	4557	12,175.95
21731	6735	10,392.75
84997D	2660	9,974.36
23245	1894	8,466.50
22720	1767	8,091.45
22554	5136	8,052.00
22960	2022	7,865.75
85099B	4200	7,849.21
22551	4935	7,643.55
84997C	2044	7,629.16
22492	12493	7,602.05
20725	4503	6,969.95
23240	1705	6,653.35
21843	599	6,403.05
22556	3983	6,341.55
20750	836	5,974.20
22467	2662	5,897.10
47566	1299	5,734.95
22961	4013	5,626.85
85123A	2077	5,589.55
20712	2903	5,477.94
21212	11228	5,392.28
23298	1200	5,380.00
22139	1148	5,346.60
Total	908996	1,495,204.42

Map of Countries

Country ● Netherlands ● EIRE ● Germany ● France ● Australia ● Sweden ● Switzerland ● Spain ● Japan ● Belgium ● Norway ▶

Total Units Sold by Country

797K
Quantity

Total Revenue by Country

1.50M
Revenue

Top 10 and bottom 10 Countries

Australia	EIRE	Lithuania	Saudi Arabia
Bahrain	France	Malta	Spain
Belgium	Germany	Netherlands	Sweden
Brazil	Japan	Norway	Switzerland
Czech Republic	Lebanon	RSA	United Arab Emirates

Key Insights from the Analysis:

Seasonal Sales Trends: A comprehensive analysis of revenue patterns revealed seasonal fluctuations in store sales. Notably, sales demonstrated an overall upward trajectory throughout the year, with minor downturns in February, April, and July 2011. October emerged as the highest revenue month, recording a remarkable 27% increase over the preceding month. This data underscores the influence of seasonality on store sales during the latter part of 2011.

Targeting High-Potential Markets: Among the top 10 countries by sales, the United Kingdom was excluded due to its pre-existing high demand. Notably, the Netherlands emerged as the most lucrative market in terms of both revenue and quantity sold. Additionally, regions such as Eire, Germany, France, and Australia exhibited significant sales volume and revenue potential. Thus, these regions should be prioritized for strategic product expansion efforts.

Customer Segmentation and Pareto Principle: The analysis of customer data highlighted that a select group of customers, constituting 20% of the base, generated a substantial 80% of the total revenue (Pareto Principle). Identifying these high-value customers is crucial for business stability, and focusing on customer recency, frequency, and monetary metrics will enhance targeted marketing campaigns and mitigate business risks.

Product Performance and Strategy: A deeper examination of product differentiation revealed that the top-selling product trailed the second-best revenue-generating product by 12,666 units. To optimize inventory management and marketing strategies, further investigation to understand the factors influencing the popularity of the second-best product needed. Insights into customer preferences for the top two products will enable the business to tailor its strategies more effectively.

Geographical Sales Distribution: The map chart illustrated the geographical distribution of sales across both the top 10 and bottom 10 regions. European regions dominated the top sales regions, while Saudi Arabia and Bahrain emerged as the least profitable. However, it's noteworthy that these underperforming regions exhibit strong GDP figures compared to neighbouring countries. Hence, expansion efforts into these regions hold significant potential, requiring adaptation of products, marketing communication, and strategic partnerships with local influencers or businesses.

In conclusion, these comprehensive insights underscore the importance of addressing seasonality, targeting high-value markets, customer segmentation, product strategy refinement, and strategic expansion efforts, all of which are essential for the business to drive growth, reduce risk, and achieve sustainable success.