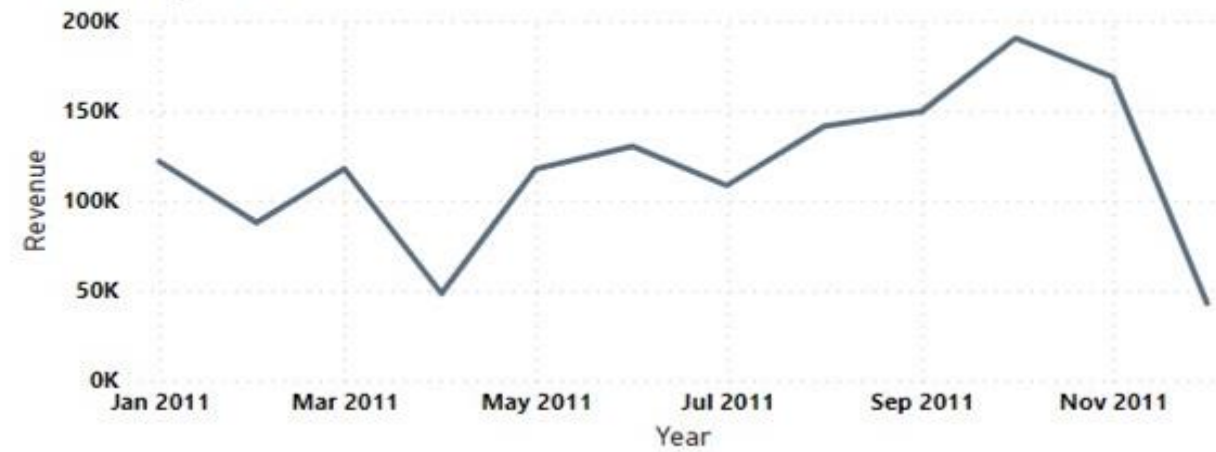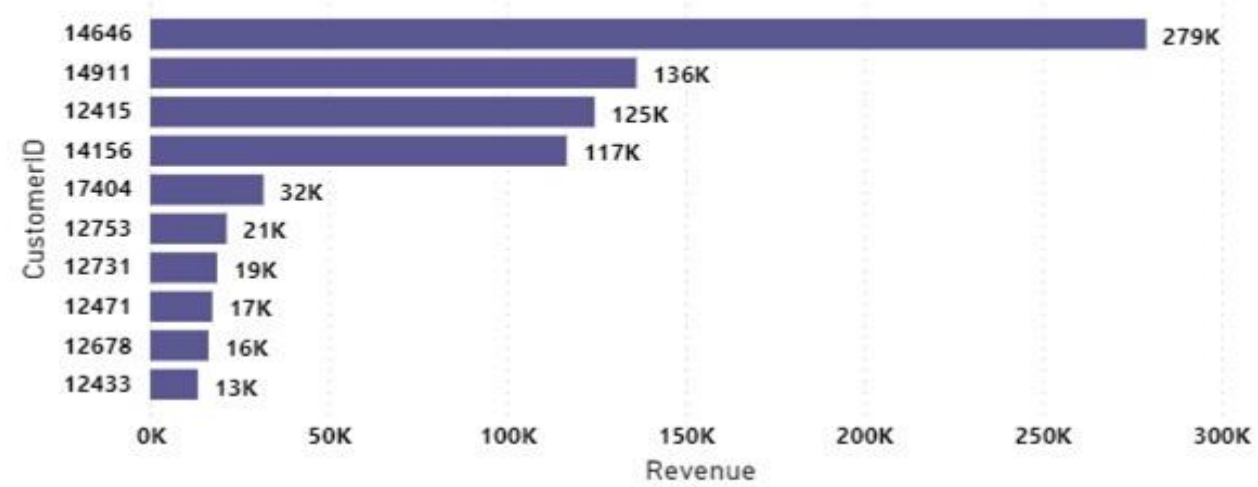# TATA – DATA VISUALIZATION

Empowering Business with Effective Insights

DASHBOARD
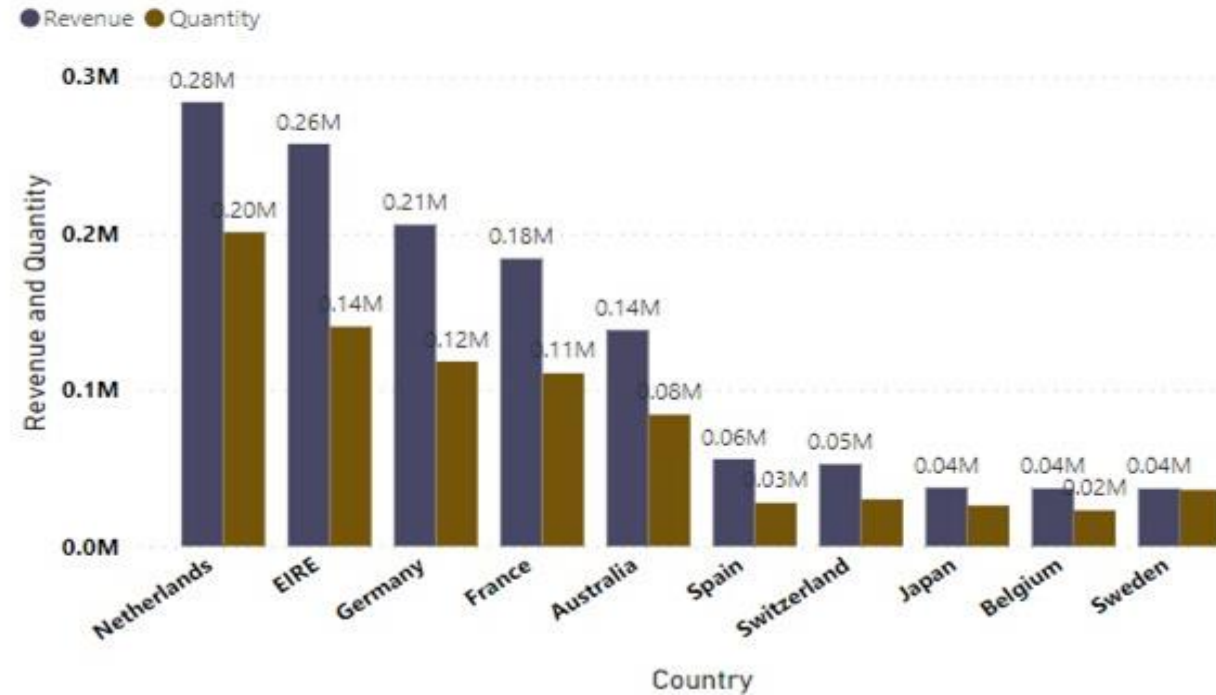
Revenue by Month

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

Month	Revenue
January	122K
February	88K
March	118K
April	48K
May	118K
June	130K
July	108K
August	142K
September	150K
October	191K
November	169K
December	112K
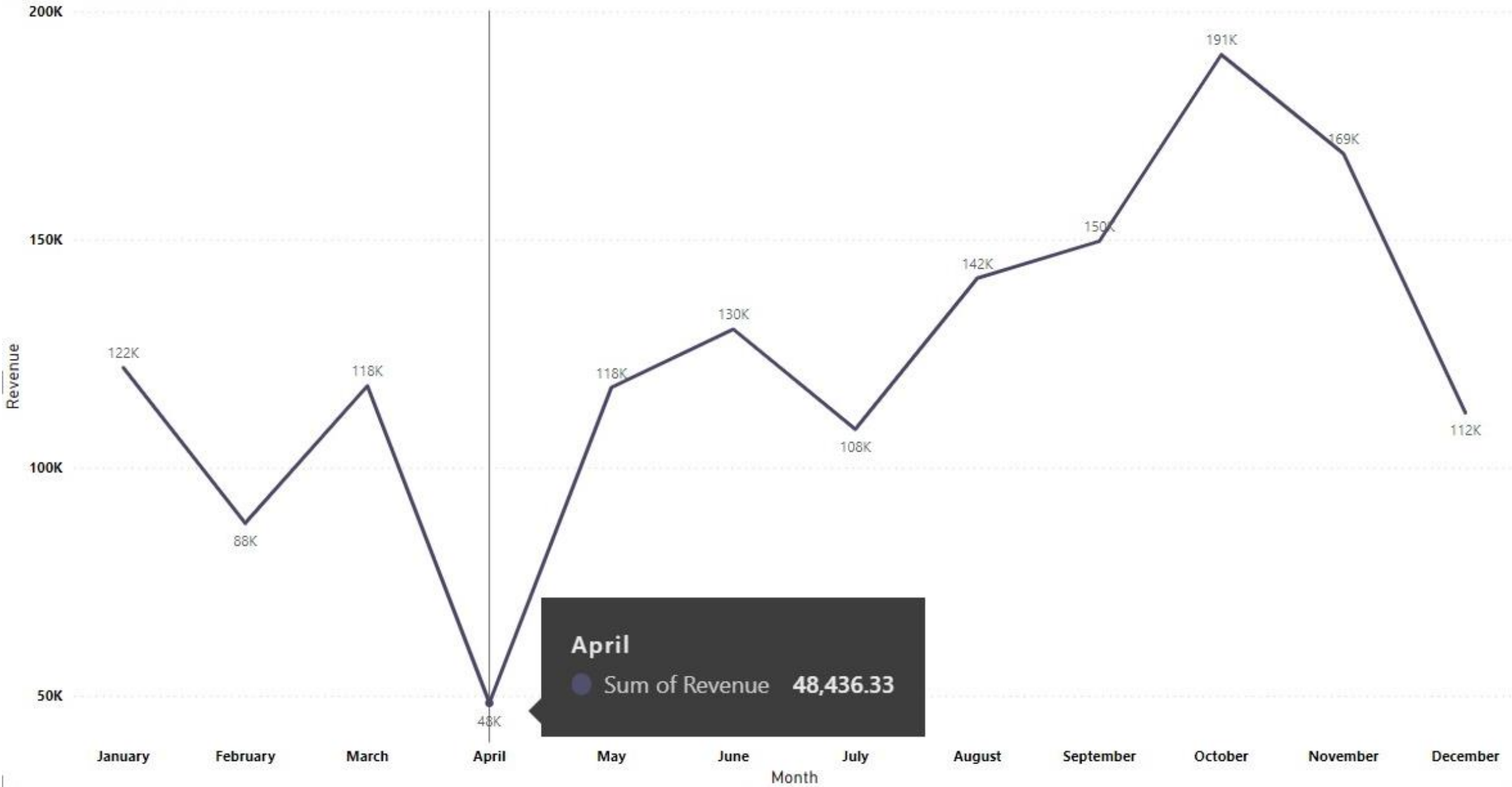
Revenue and Quantity Sold by Country

● Revenue ● Quantity

Netherlands: 284K / 201K
EIRE: 257K / 140K
Germany: 206K / 118K
France: 184K / 111K
Australia: 138K / 84K
Spain: 56K / 28K
Switzerland: 52K / 30K
Japan: 37K / 26K
Belgium: 37K / 23K
Sweden: 37K / 36K

Quantity and Revenue
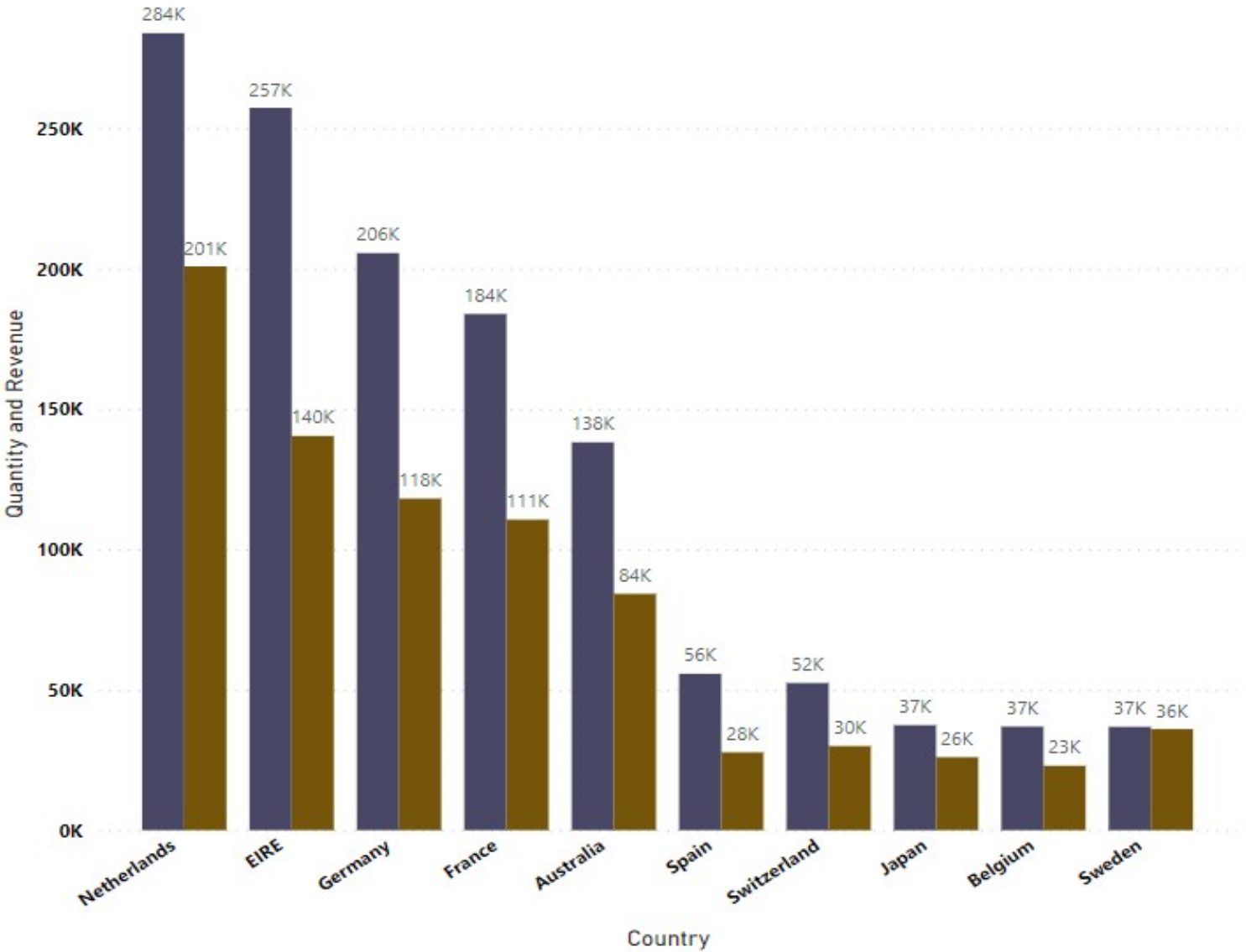
Country

Median of Revenue by Country

Median of Revenue
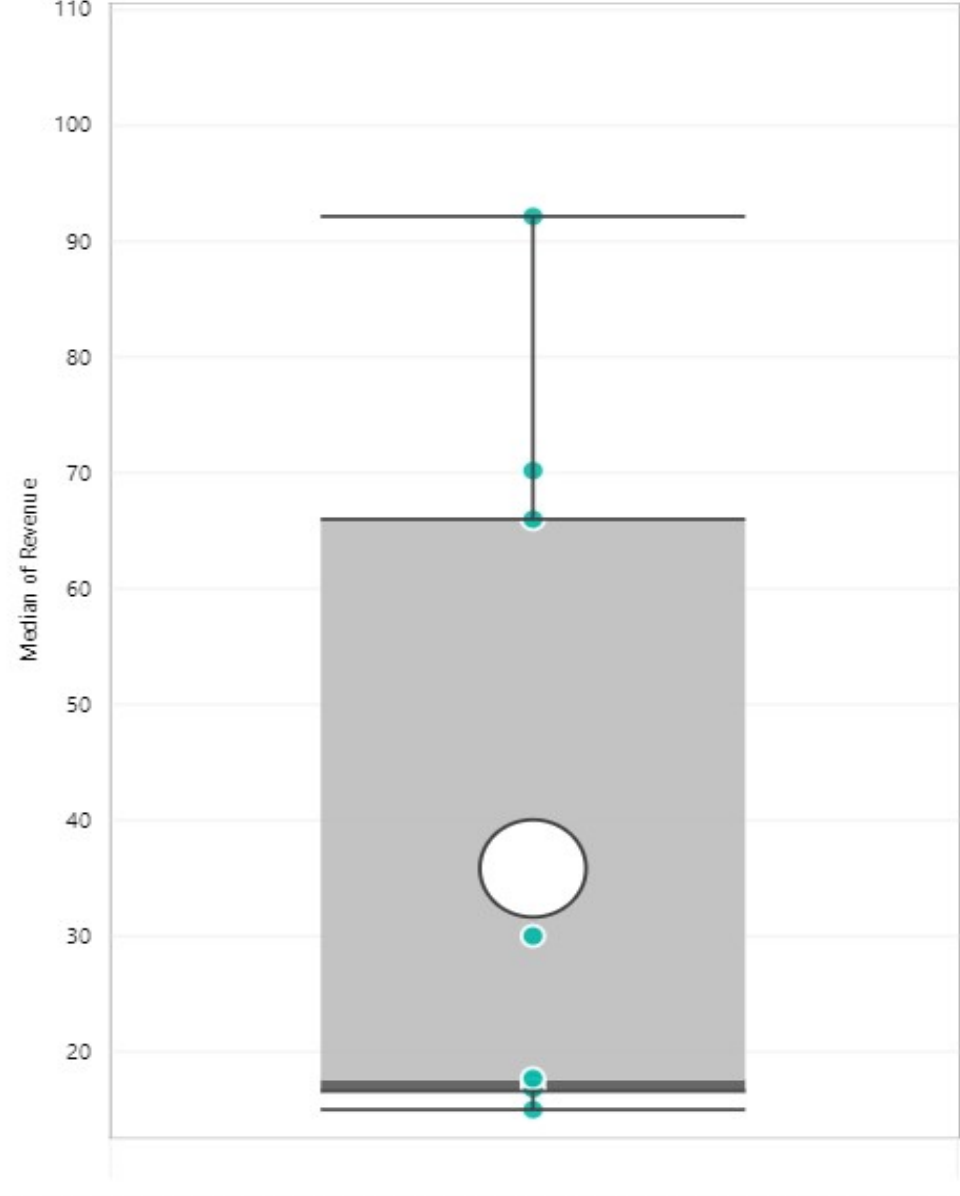
Sales Revenue and Quantity per product

StockCode ● 10002 ● 10120 ● 10125 ● 10133 ● 10135 ● 11001 ● 15034 ● 15036 ● 15039 ● 15044A ● 15044B ● 15044C ● 15044D ● 15056BL ▶
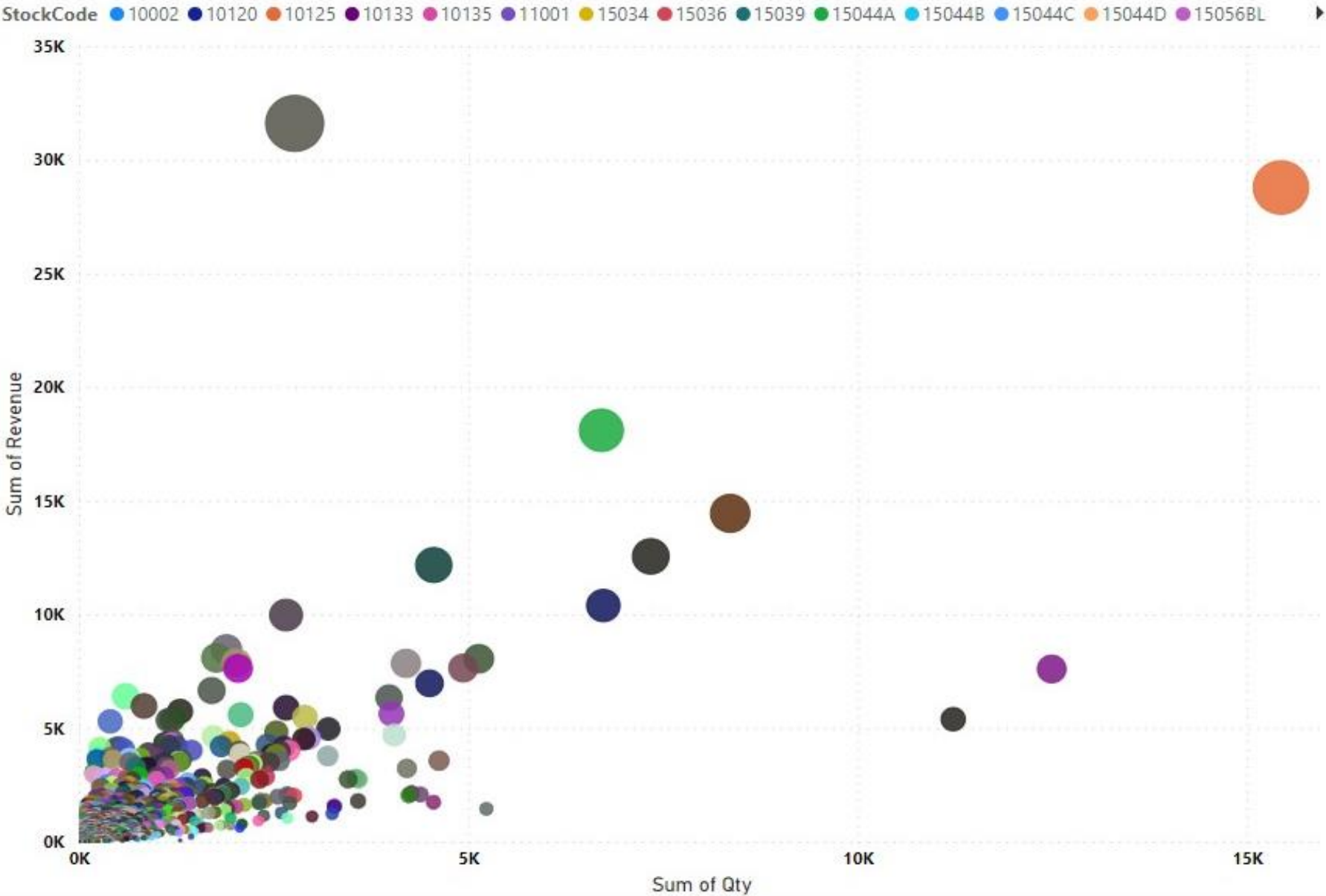
StockCode	Quantity ▼	Revenue
22423	2771	31,602.75
23084	15437	28,782.08
22326	6709	18,101.95
22629	8364	14,447.40
22630	7344	12,554.40
22328	4557	12,175.95
21731	6735	10,392.75
84997D	2660	9,974.36
23245	1894	8,466.50
22720	1767	8,091.45
22554	5136	8,052.00
22960	2022	7,865.75
85099B	4200	7,849.21
22551	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

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

Microsoft Bing

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INSIGHTS

A trend analysis of revenue was carried out to see if there was any seasonality in store sales. The result showed an upward trend in sales with dips in February, April and July for year 2011. The highest revenue was in October at $191K and a 27% increase over the previous month, then sales dips for November and December. The sales store is impacted by seasonality in the last two quarters of the year 2011.

Assessing top 10 countries with most sales, United Kingdom was excluded from the data, as it already had high demands for the products. Netherlands was the best country for revenue generation and quantity sold. Eire, Germany, France and Australia had high volumes and revenue for products sold. These regions should be targeted for product expansion.

The customer base had 420 distinct customer IDs. Data shows that 84 customers (20%), generated over $1M (80%) of revenue (Pareto Principle). Top 4 customers generated revenue in hundreds of thousands of dollars while the rest of customer base had revenue in tens of thousands dollars or less. This can impact the business in areas of innovation, diversification, business dependency and financial risks.
To manage these risks, the business should diversify its customer base and target market campaigns to potential high-value customers using recency, frequency and monetary metrics.

Looking at product differentiation, top product sold 12,666 less products than second best revenue generating product. To optimize inventory management, product mix and marketing promotions, more research needs to done to understand why the second best product had higher sales volume and was more popular. Exploration of customer behaviour and reasons for preference of top 2 products, will help business tailor its marketing and sales strategies more effectively.

Finally, the map chart shows sales for both top 10 and bottom 10 regions. Most of top sales made in the European regions. The two least profitable regions were Saudi Arabia and Bahrain. They have very strong GDP figures compared to other countries within that region. If the business is considering expansion into underperforming regions, these regions will be best suited for it.
To do this, it needs to implement new product development to adapt product and marketing communication with local culture, language and customs. Also, forming partnerships with local businesses or influencers with strong presence in these regions will increase brand awareness, relevance and product uptake.