# TATA TASK_VISUALIZATION

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Data Import and Cleaning

The data was initially imported and initially opened in Excel to check for any abnormalities, which were not found. Following this, the Excel file was imported into Power BI to initiate the visualization process. During this phase, several data transformations were performed. New columns were generated to extract the month and year information from the invoice date. Additionally, we reviewed the data types of all columns in the dataset. The only change made was converting the "CustomerID" column from integers to text format to prevent it from being treated as a calculated column when accessed.
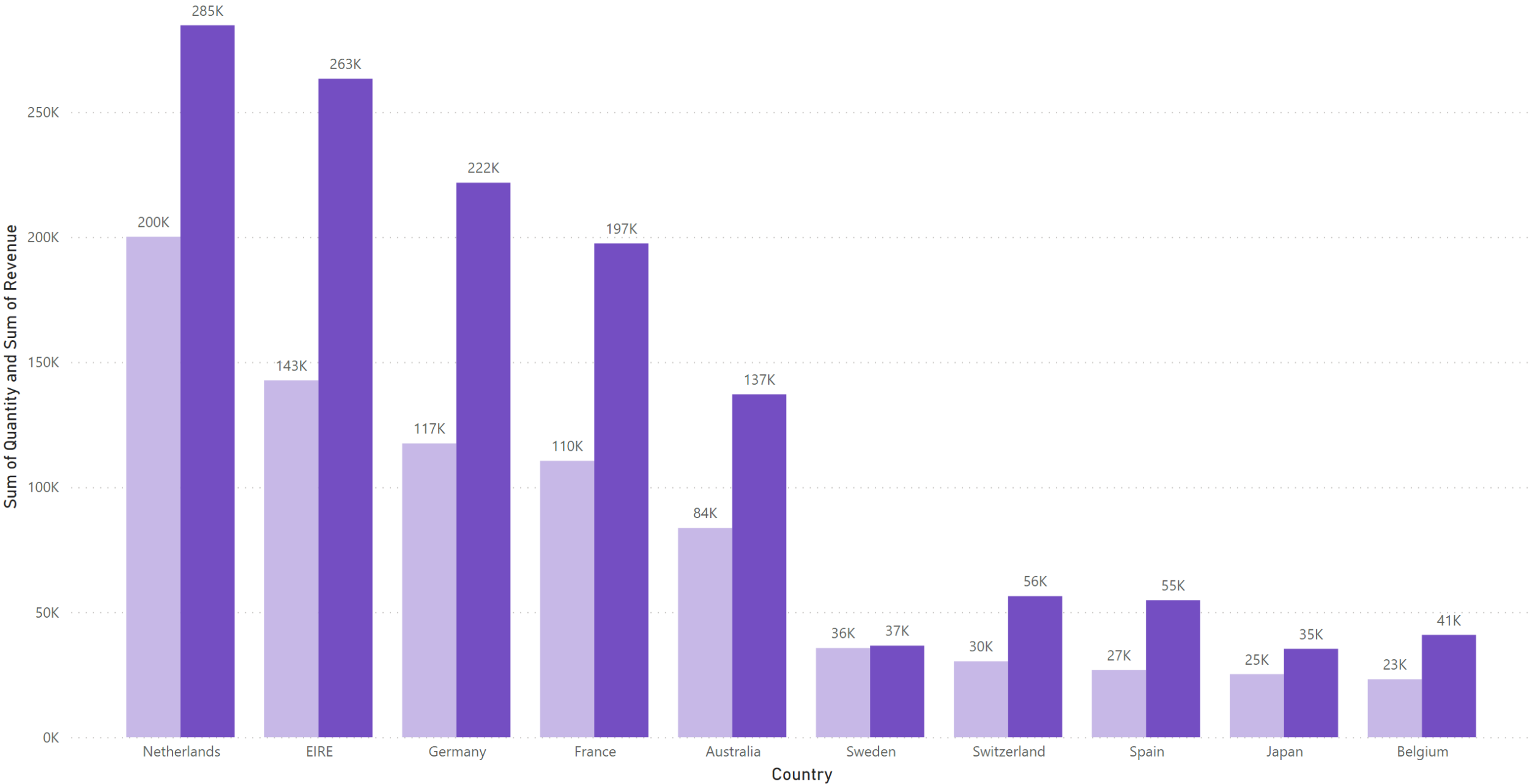
Total Revenue Trend by Month
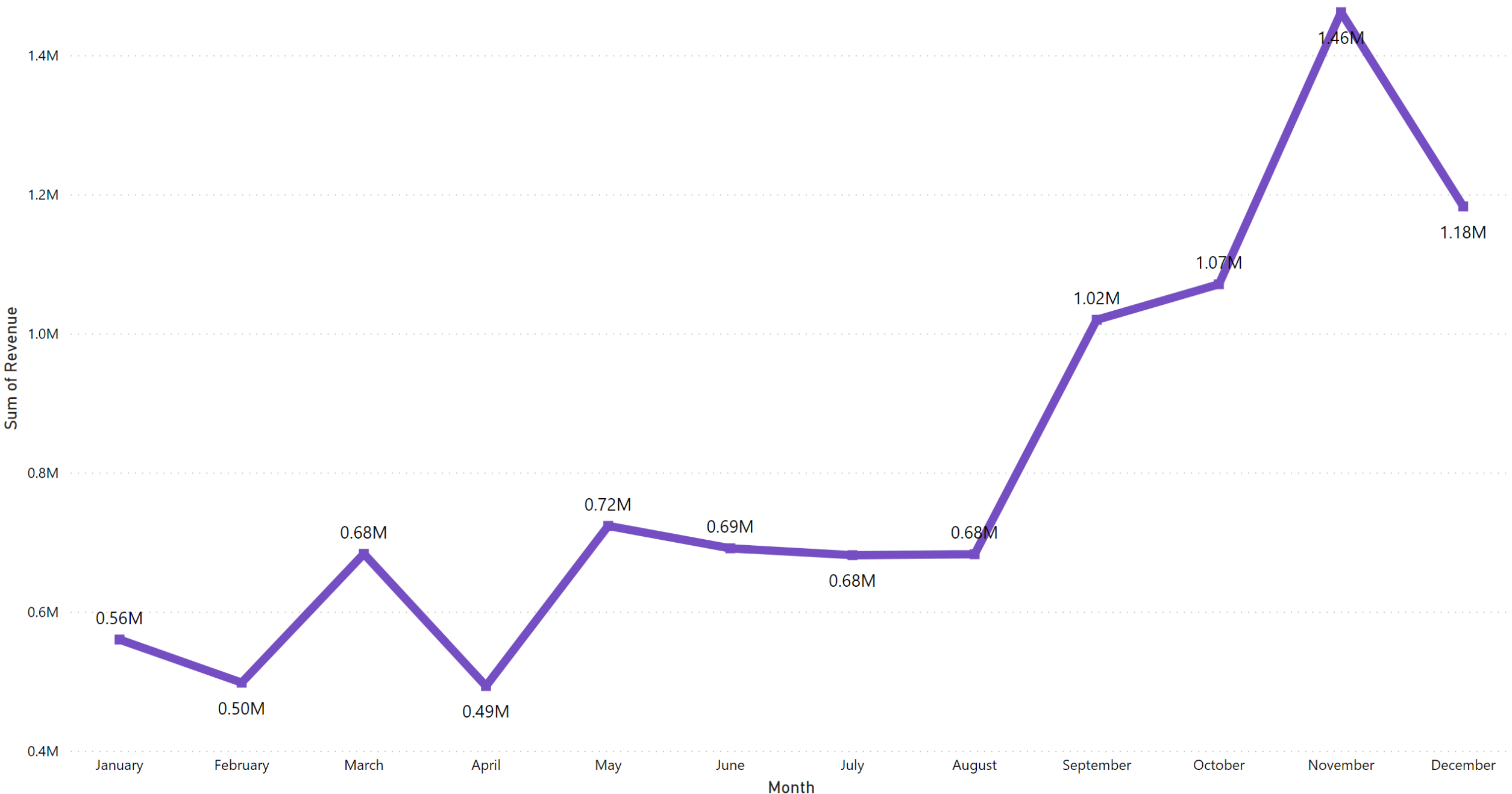
TASK 1

In this analysis, we examined the revenue trends for all products on a monthly basis throughout the year 2011. We observed an initial low point in January, followed by a steady increase in the subsequent months. Notably, there was a slight dip in revenue during June and July, but this was followed by a significant upturn in August, continuing strong through November. It is noteworthy that our highest revenue was generated during the period from August to November, suggesting increased demand for our products during this timeframe.
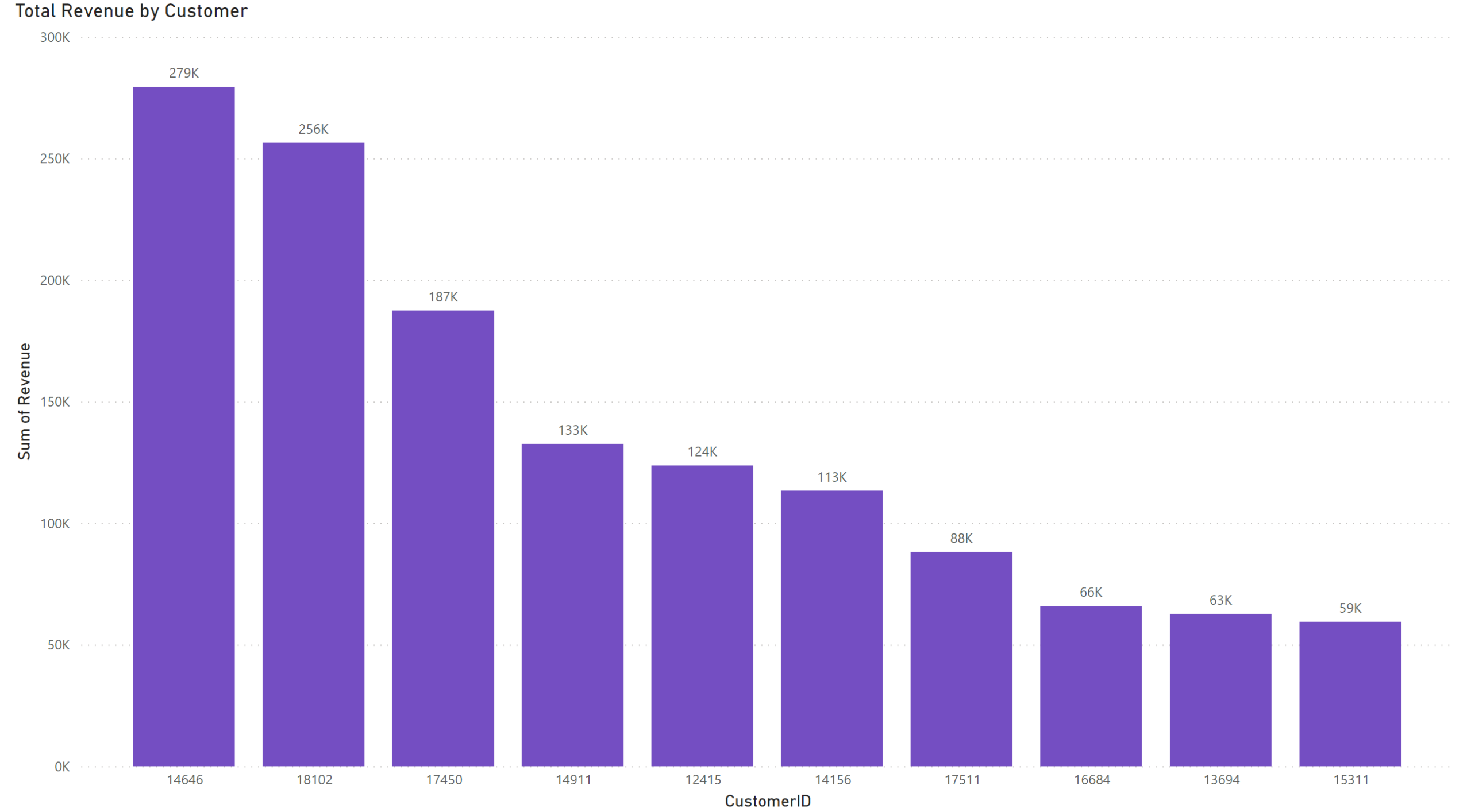
Total Quanity and Revenue by Country

● Sum of Quantity ● Sum of Revenue

Chart showing Sum of Quantity and Sum of Revenue by Country:

Country	Sum of Quantity	Sum of Revenue
Netherlands	200K	285K
EIRE	143K	263K
Germany	117K	222K
France	110K	197K
Australia	84K	137K
Sweden	36K	37K
Switzerland	30K	56K
Spain	27K	55K
Japan	25K	35K
Belgium	23K	41K

Y-axis: Sum of Quantity and Sum of Revenue (0K, 50K, 100K, 150K, 200K, 250K)

X-axis: Country

TASK 2

In this analysis, we were able to gather revenue and quantity data for all products purchased, subsequently filtering the results to identify the top 10 countries by revenue. We excluded UK with high demand which you don't want it to be included in the report, relying solely on reports from other countries to lead among these top 10 performing nations. Remarkably, the Netherlands emerged as the leader, boasting both the highest quantity sold and the highest revenue. Following closely behind are Eire, Germany, France, Australia, and others.

Based on these findings, we can confidently conclude that in the coming year, our strategic focus will be directed towards these high-performing countries, with a dedicated effort to meet their demands. We anticipate the potential for even greater revenue than what we achieved in the year 2011.

Total Revenue by Customer

Bar chart titled "Total Revenue by Customer" with y-axis labeled "Sum of Revenue" ranging from 0K to 300K, and x-axis labeled "CustomerID".

CustomerID	Sum of Revenue
14646	279K
18102	256K
17450	187K
14911	133K
12415	124K
14156	113K
17511	88K
16684	66K
13694	63K
15311	59K

TASK 3

In this analysis, our primary focus was on identifying the top 10 customers who have contributed significantly to the company's revenue. It's worth noting that customer 14646 has emerged as the top spender, with the highest purchase totaling $279,000. These top customers are pivotal to our business, and it's crucial to ensure their satisfaction and loyalty.

I propose that we express our gratitude to these valued customers for their continued patronage. To do this, I recommend offering them a special incentive, such as a discount on their first purchase this year or an addition to the quantity of products they request. By showing our appreciation in this manner, we can strengthen our relationship with them and emphasize our commitment to their satisfaction.

It's essential to acknowledge that the market is competitive, and retaining these top customers is of utmost importance. We want to ensure that they remain loyal to our brand and do not consider switching to our competitors. This gesture of appreciation not only acknowledges their significant contribution to our success but also encourages them to stay engaged with our products and services.

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TASK 4 : Map Report

The map chart concludes by comparing the places that have produced the greatest revenue to those that have not. Apart from the UK, it is clear that nations like the Netherlands, Ireland, Germany, France, and Australia generate large profits, and the company should invest more in these nations to boost product demand. The map also reveals that the majority of sales occur only in the European zone, with only a small number in the American region. Along with Russia, there is no market for the items in Africa or Asia. Sales revenues and profitability might increase with the implementation of a fresh strategy focused on these areas.

Thank You