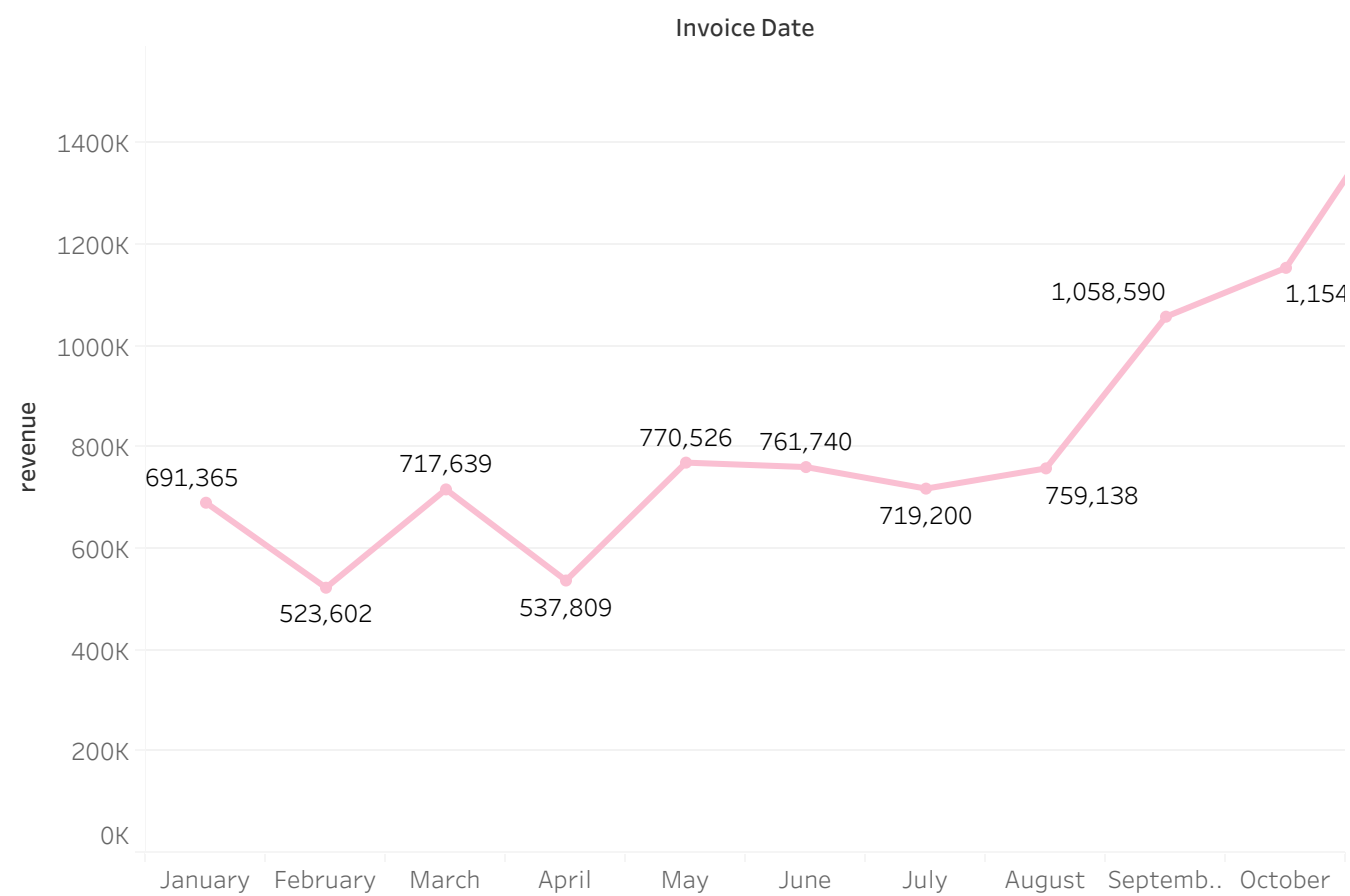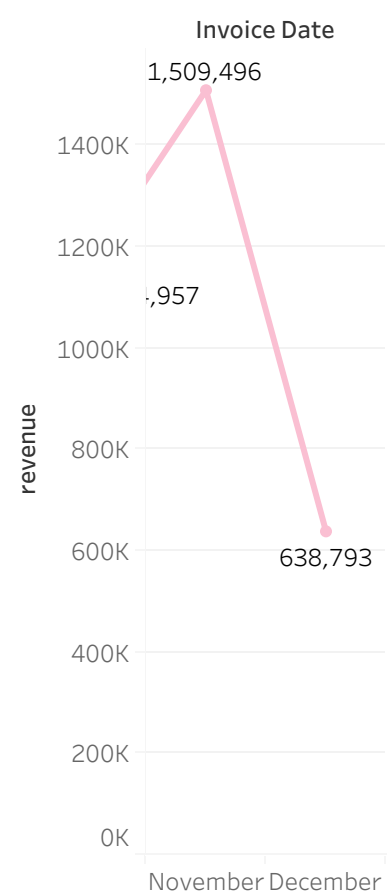**The CEO of the retail store is interested to view the time series of the revenue data for the year 2011 only. He would like to view granular data by looking into revenue for each month. The CEO is interested in viewing the seasonal trends and wants to dig deeper into why these trends occur. This analysis will be helpful for the CEO to forecast for the next year.**

The revenue statistics time series for the year 2011.

Invoice Date

691,365
523,602
717,639
537,809
770,526
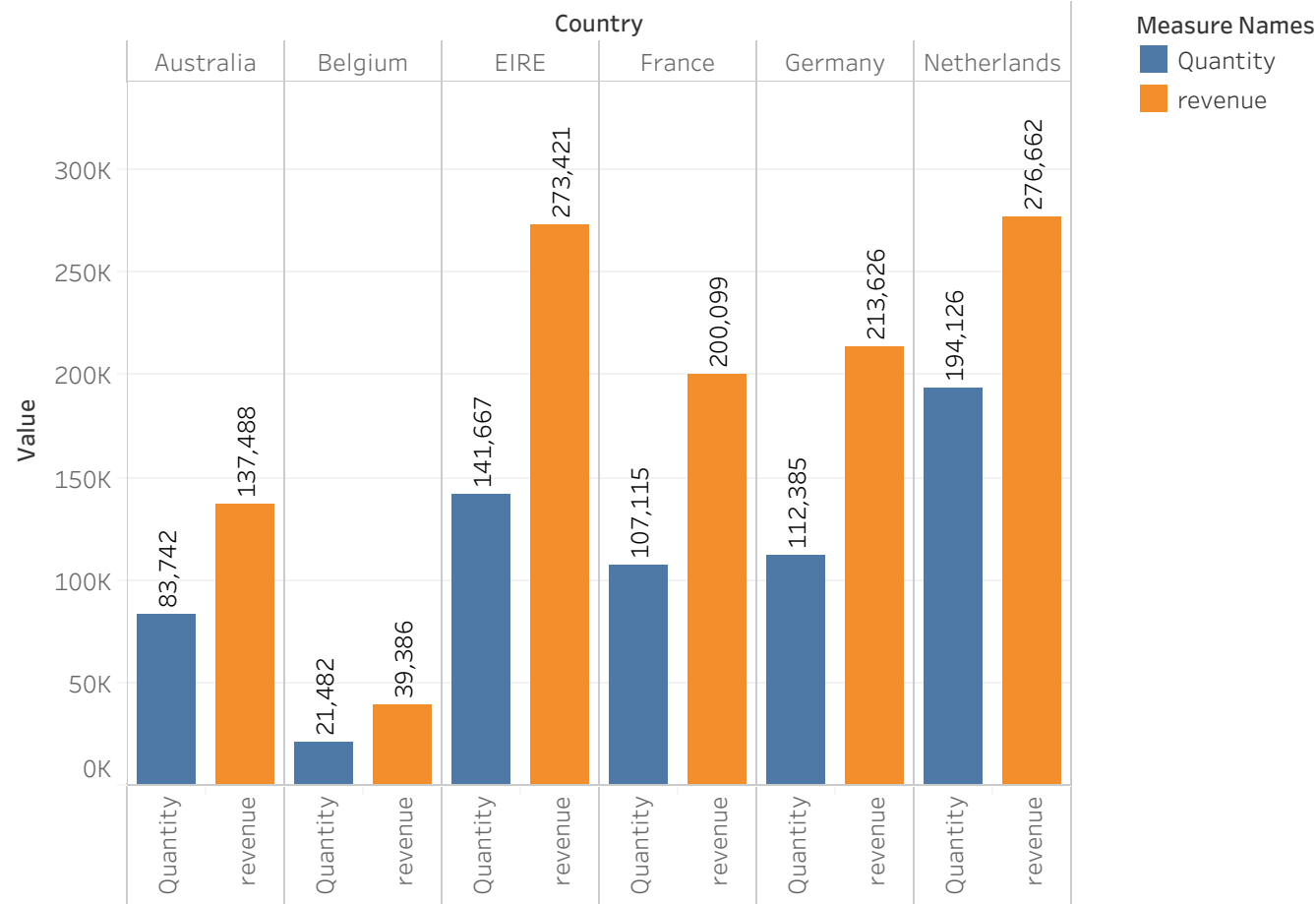761,740
719,200
759,138
1,058,590
1,154

The CEO of the retail store is interested to view the time series of the revenue data for the year 2011 only. He would like to view granular data by looking into revenue for each month. The CEO is interested in viewing the seasonal trends and wants to dig deeper into why these trends occur. This analysis will be helpful for the CEO to forecast for the next year.

The revenue statistics time series for the year 2011.

Invoice Date

1,509,496

1400K

1200K

,957

1000K

800K

revenue

600K   638,793

400K

200K

0K

November December

The CMO is interested in viewing the top 10 countries which are generating the highest revenue. Additionally, the CMO is also interested in viewing the quantity sold along with the revenue generated. The CMO does not want to have the United Kingdom in this visual.

The top 10 countries with the biggest revenue exclude the United Kingdom
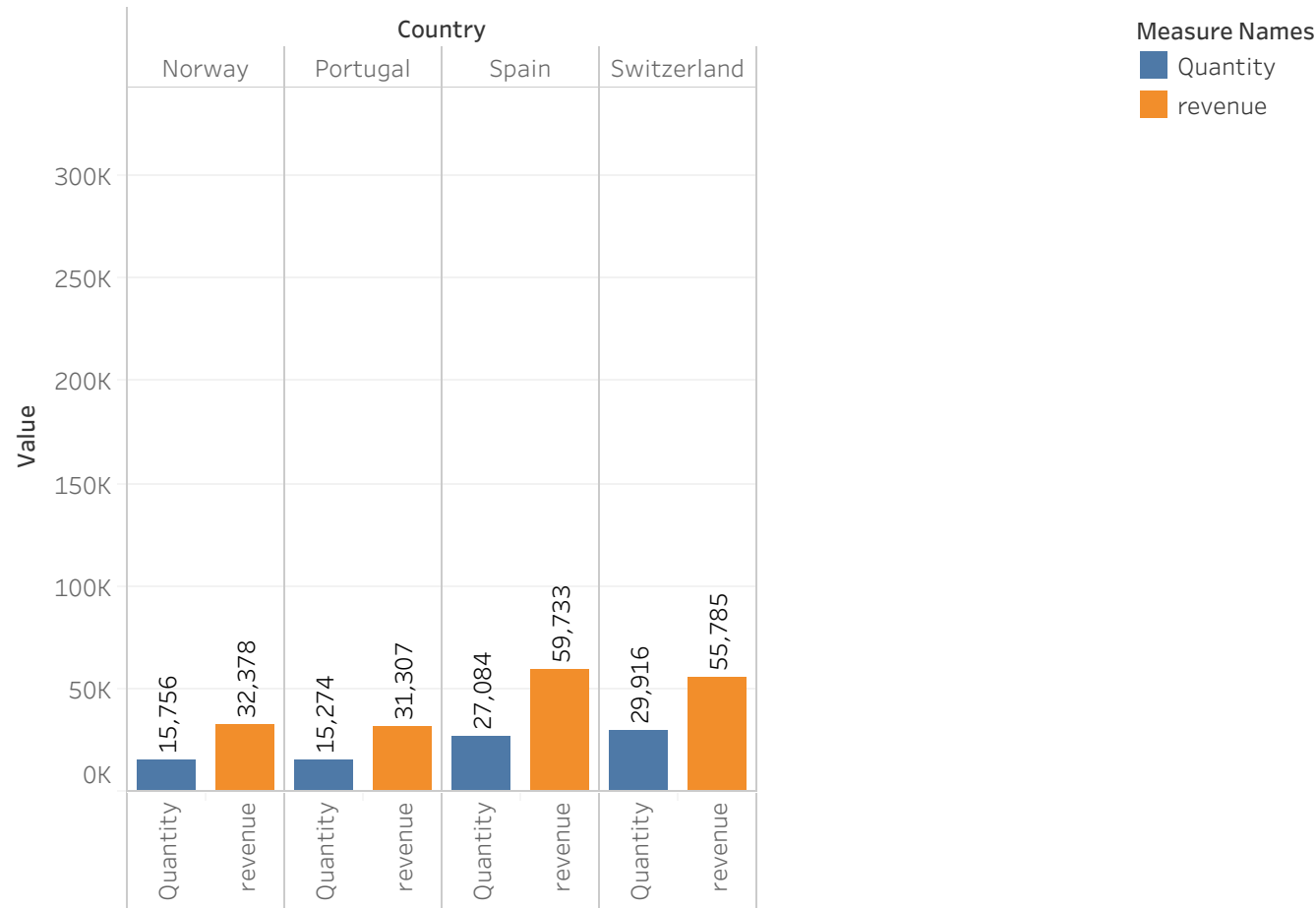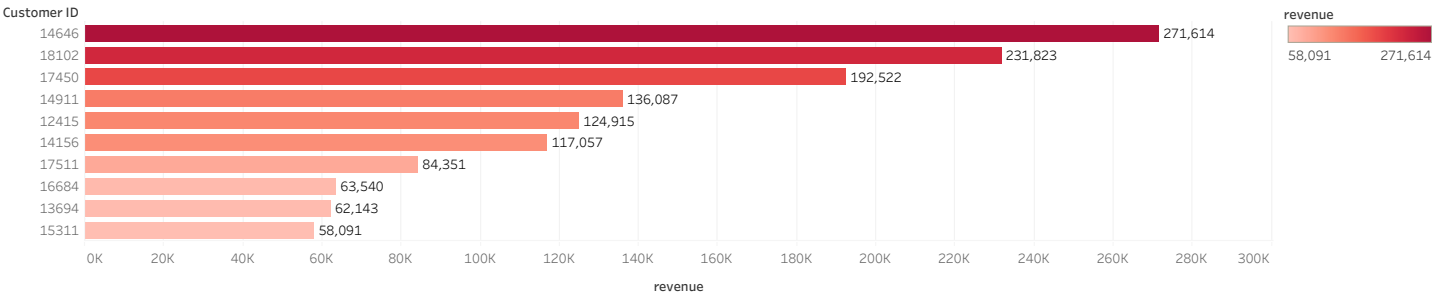
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The top 10 countries with the biggest revenue exclude the United Kingdom

Country

| Norway | Portugal | Spain | Switzerland |

Value

Measure Names
- Quantity
- revenue

Norway: Quantity 15,756 | revenue 32,378
Portugal: Quantity 15,274 | revenue 31,307
Spain: Quantity 27,084 | revenue 59,733
Switzerland: Quantity 29,916 | revenue 55,785

The CMO of the online retail store wants to view the information on the top 10 customers by revenue. He is interested in a visual that shows the greatest revenue generating customer at the start and gradually declines to the lower revenue generating customers. The CMO wants to target the higher revenue generating customers and ensure that they remain satisfied with their products.

The statistics on the top 10 revenue-generating customers.

Customer ID

Customer ID	revenue
14646	271,614
18102	231,823
17450	192,522
14911	136,087
12415	124,915
14156	117,057
17511	84,351
16684	63,540
13694	62,143
15311	58,091

revenue

58,091   271,614

0K   20K   40K   60K   80K   100K   120K   140K   160K   180K   200K   220K   240K   260K   280K   300K

revenue

The CEO is looking to gain insights on the demand for their products. He wants to look at all countries and see which regions have the greatest demand for their products. Once the CEO gets an idea of the regions that have high demand, he will initiate an expansion strategy which will allow the company to target these areas and generate more business from these regions. He wants to view the entire data on a single view without the need to scroll or hover over the data points to identify the demand. There is no need to show data for the United Kingdom as the CEO is more interested in viewing the countries that have expansion opportunities.

Which locations have the most product demand except The UK

Quantity
5   194,126

Canada
2,763

USA
2,458

Iceland
2,139

Sweden
32,129

Poland
3,544

Channel Islands
9,411

Portugal
15,274

Greece
1,567

United Arab Emirates
982

Japan
121,923

Hong Kong
4,773

Singapore
5,241

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