

# Sales Strategy

By: Rachel



# Introduction

The data we have used to analyse is the Online Retail Data Set which have recorded transactions from your company through the years 2010 and 2011.

To ensure accuracy of analysis, **data cleaning and transformation were conducted.**

- Removing negative values in the Unit Price
- Remove negative value in the Quantity column
- Created a 'Total Revenue' column using the Quantity and Unit Price columns
- Data filtering for every visualisation as requested by the questions





# Revenue By Month 2011

Looking at Seasonal Trends

Total Revenue by Month across 2011



- \*\*Insufficient data for December
- Rather stable revenue for the first few months
  - Significant increase in revenue from September onwards

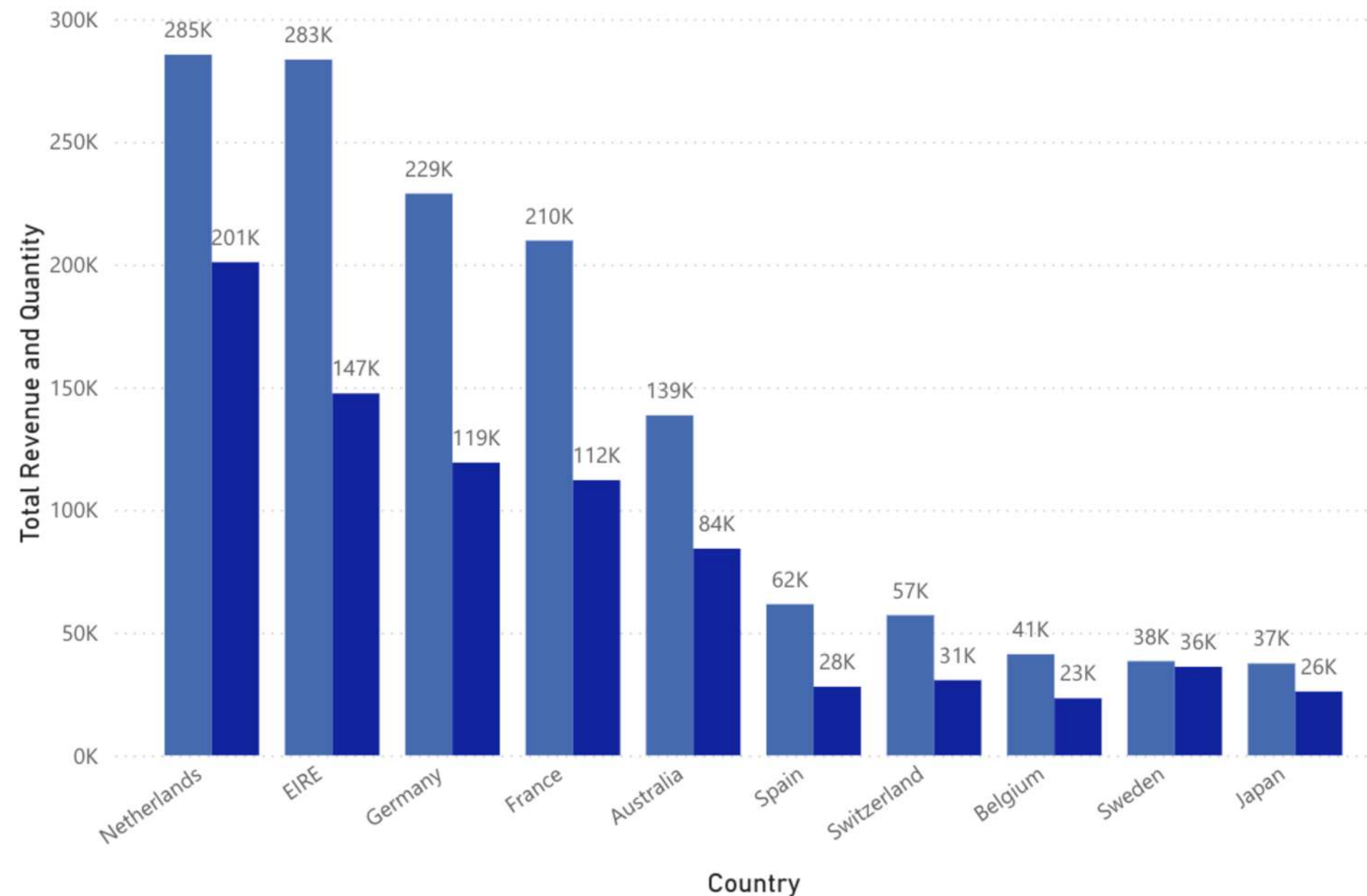
# Top 10 Countries

In revenue and quantity purchased

Quantity and Revenue by top 10 countries

Ranked by revenue generated

● Total Revenue ● Quantity



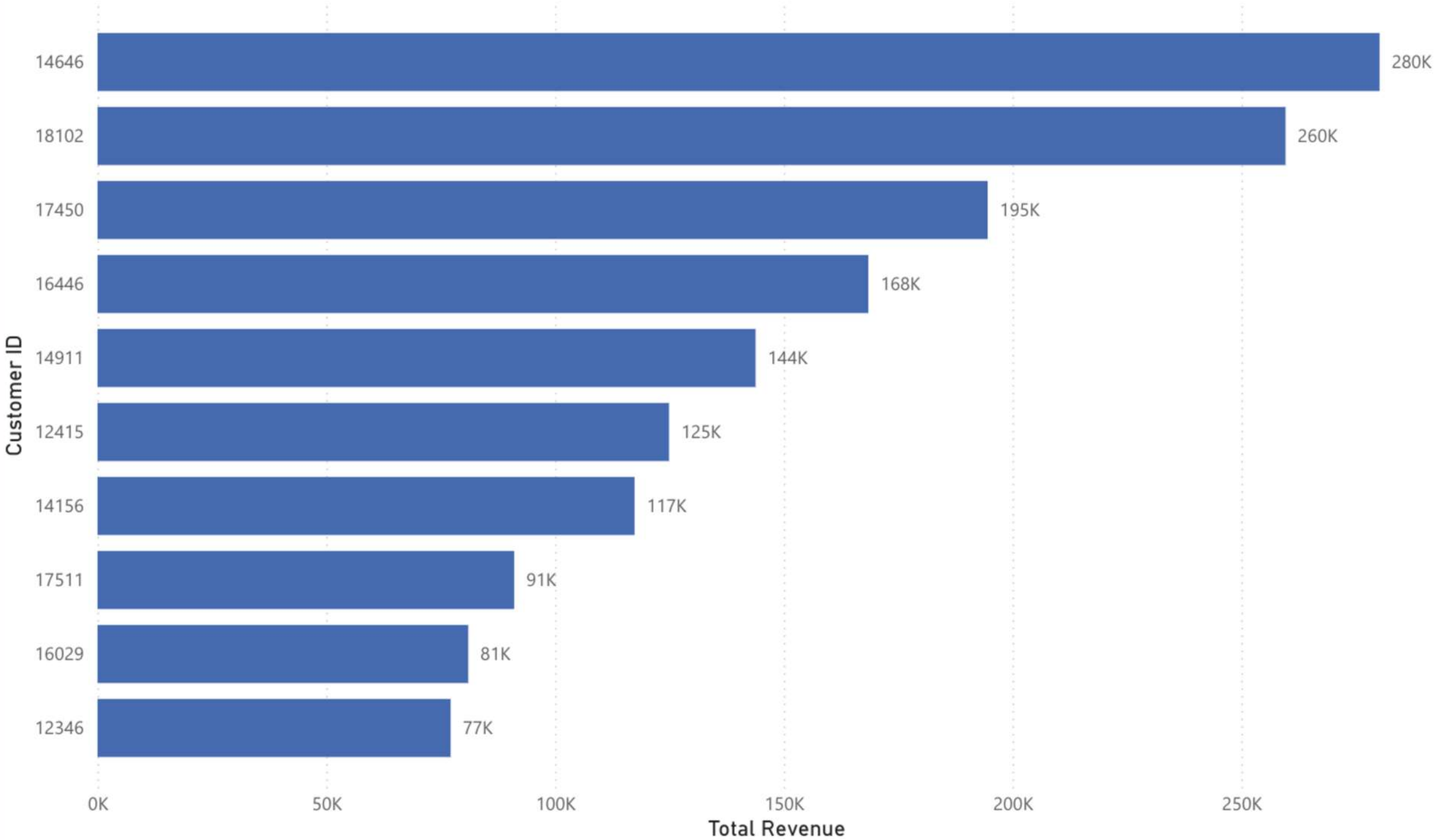
\*\*Excluded United Kingdom

- These countries have high purchasing powers and thus the greatest potential to increase revenue and expand the business

# Top 10 Customers

By revenue generated

Top 10 Customers by Revenue Generated

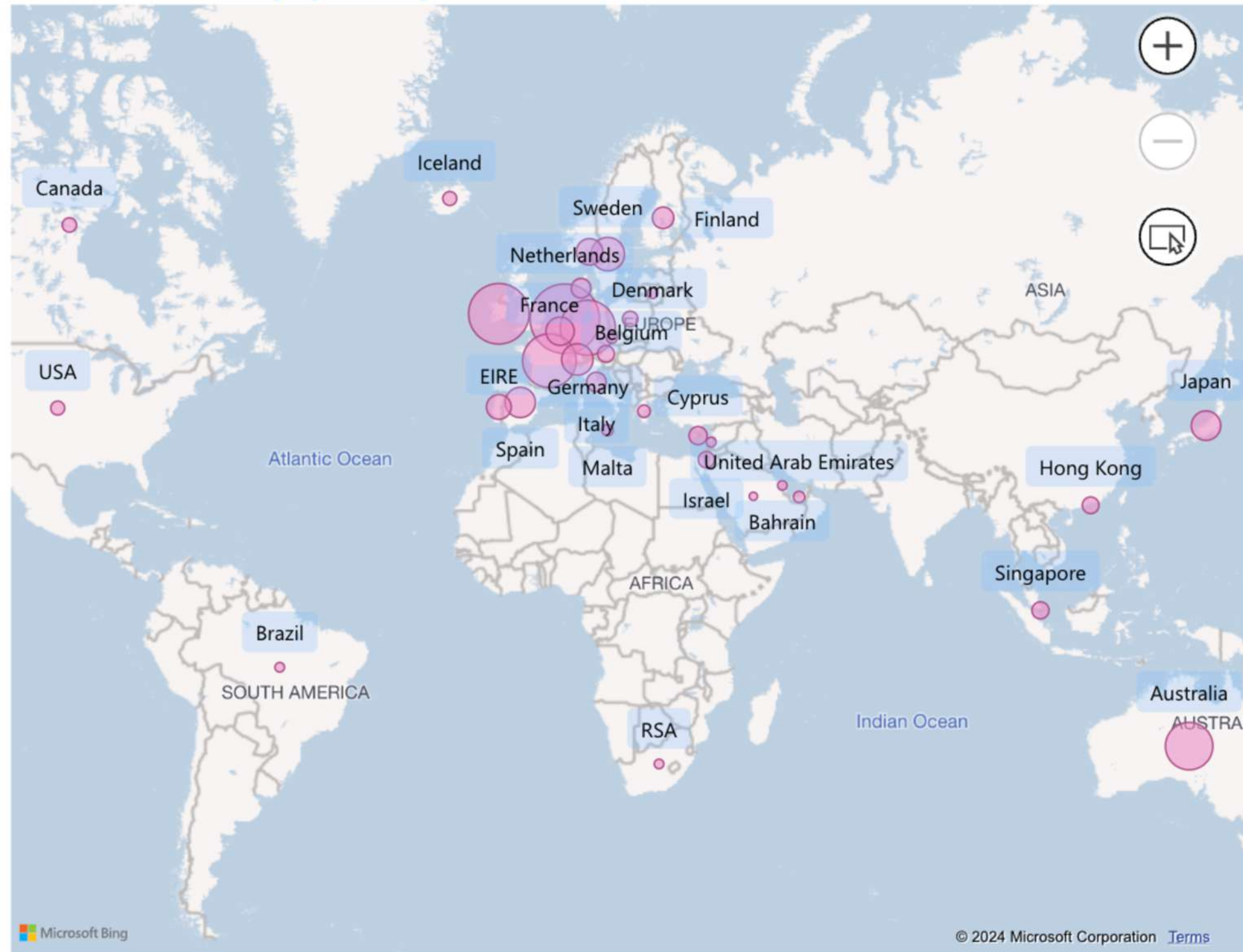


- No major difference in the revenue generated among the top 10 customers
  - Average difference of 15.8%



# Revenue by countries

Revenue and Quantity by Country



- Most of the sales are clustered in the European zone, with only a small amount in the American region
- There is barely any market in the Africa and Asia region

# Recommendations



01.

Come up with strategies to promote seasonal products and for low sales month, the company should find out how to market the demanded goods further.

02.

Conduct product research in each country to find out the type of products that is driving the revenue the most to increase the demand of product

03.

Incentivise the top few customers through schemes such as loyalty points (in exchange for discounts) to attract more sales.

04.

Two-prong approach to invest more on the European Zone and also explore untapped regions that hold potential in the future.





# Thank You