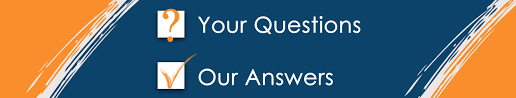
**Framing the Business Scenario**

* **Here is the background information on your task**
* An online retail store has hired you as a consultant to review their data and provide insights that would be valuable to the CEO and CMO of the business. The business has been performing well and the management wants to analyse what the major contributing factors are to the revenue so they can strategically plan for next year.
* The leadership is interested in viewing the metrics from both an operations and marketing perspective. Management also intends to expand the business and is interested in seeking guidance into areas that are performing well so they can keep a clear focus on what’s working. They would also like to view different metrics based on the demographic information that is available in the data.
* A meeting with the CEO and CMO has been scheduled for next month and you need to draft the relevant analytics and insights that would help evaluate the current business performance and suggest metrics that would enable them to make the decision on expansion.
* Remember, thinking from the perspective of business leaders alloanalyzeto analyse the data more effectively and present better insights.
* Access the links in the resources below to better understand how business leaders think and approach business performance.

### Here is your task

* To prepare for your meeting, you need to draft questions that you think will be important and relevant to the CEO and CMO. This preparation will be your guide as you develop your presentation.
* For this task, you are only required to draft the questions. Make sure to think both quantitatively and qualitatively.
* You’ve been provided a dataset in the resources below to use as the basis for your exploration. Review this data, taking note of what information has been provided, what insights you can garner, and what is relevant to both the CEO and CMO respectively.
* Create a set of four questions that you anticipate each business leader will ask and want to know the answers to. Make sure you differentiate your questions, as both the CEO and CMO view business decisions through different lenses.
* Submit your eight questions in total (4 for the CEO and 4 for the CMO) in the text submission box below.



* QUESTION FOR CEO DASHBOARD

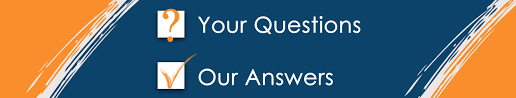
1. What is the current revenue generation as compared to the previous year’s revenue?
2. What are the major contributing factors
3. What increment in sales as compared to the previous year.
4. What is the status of customer engagement.

* QUESTIONS FOR CMO DASHBOARD

1. What are the total sales according to region.
2. Revenue profits accouding to region.



1. Minor contributing factors or products
2. Customer engagement according to order.



**Questions of interest to the CEO**

1.Which region is generating the highest revenue, and which region is generating the lowest?

2.What is the monthly trend of revenue, which months have faced the biggest increase/decrease?

3. Which months generated the most revenue? Is there a seasonality in sales?

4. Who are the top customers and how much do they contribute to the total revenue? Is the business dependent on these customers or is the customer base diversified?

**Questions of interest to the CMO**

1. What is the percentage of customers who are repeating their orders? Are they ordering the same products or different?
2. For the repeat customers, how long does it take for them to place the next order after being delivered the previous one?
3. What revenue is being generated from the customers who have ordered more than once?
4. Who are the customers that have repeated the most? How much are they contributing to revenue?

# **Task 3** : Creating Effective Visuals

**Question 1**  
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.

**Question 2**  
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.

**Question 3**  
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.

**Question 4**  
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.

**Situation:** The business has been performing well and the management wants to analyse what the major contributing factors are to the revenue so they can strategically plan for next year.

**Task:** management wants to analyse what the major contributing factors are to the revenue so they can strategically plan for next year.

**Action:** Understand the metrics from both an operations and marketing perspectiveto draft the relevant analytics and insights that would help evaluate the current business performance and suggest metrics that would enable them to make the decision on Business expansion.

**Result:**

Good Afternoon,

I’m Rudransh Tiwari, and I’m excited to share some insights about your business. Thank you for providing the guiding questions. It was helpful to see what types of insights you are looking to gain from the data. I hope you find the analysis compelling and helpful as you make decisions regarding future business opportunities.

First off, I want to assure you that I’ve provided the most up to date and error free analysis. After I loaded the data into my software, I scrubbed any records that have negative quantities and unit price, as these records needed to be removed in order to provide helpful analysis.

As for your first question, the CEO has requested a trend of the revenue to see if there is any seasonality in the store sales. My analysis shows that there are some months of the year where exceptional growth is witnessed. The data shows that the revenue in the first 8 months is fairly constant as the average revenue generated for these 8 months is around $685k. The increase in revenue starts in the month of September, where the revenue increases by 40% over the previous month. This trend continues till the month of November where it reached 1.5 million USD, the highest during the entire year. The data is incomplete for the month of December, therefore, no conclusion can be drawn from it, unfortunately. This analysis shows that the retail store sales are impacted by the seasonality which usually occurs in the last 4 months of the year.

The second visual shows how the top 10 countries which have opportunities for growth are performing. This data does not include the UK as the country already has high demand and I’ve been told you’re more focused on the countries where demand can be increased. The analysis shows that countries such as the Netherlands, Ireland, Germany and France have high volumes of units bought and revenue generated. I would suggest that these countries should be focused on to ensure that measures are taken to capture these markets even more. The third analysis has been performed on the top 10 customers who have purchased the most from the store. The data shows that there is not much of a difference between the purchases made by the top 10 customers. The highest revenue generating customer only purchased 17% more than the 2nd highest which shows that the business is not relying only on a few customers to generate the revenue. This shows that the bargaining power of customers is low and the business is in a good position.

Finally, the map chart shows the regions that have generated the most revenue compared with the regions that have not. It can be seen that apart from the UK, countries such as Netherlands, Ireland, Germany, France and Australia are generating high revenue and the company should invest more in these areas to increase demand for products. The map also shows that most of the sales are only in the European region with very few in the American region. Africa and Asia do not have any demand for the products, along with Russia. A new strategy targeting these areas has the potential to boost sales revenues and profitability.

Thanks so much for your time. If you have any questions about the analysis or would like to see anything additional after you’ve had time to digest this information, I’d be happy to develop that for you.