



Online Retail Store Expansion Strategy

Creating Effective Visuals

Sahid Anwar

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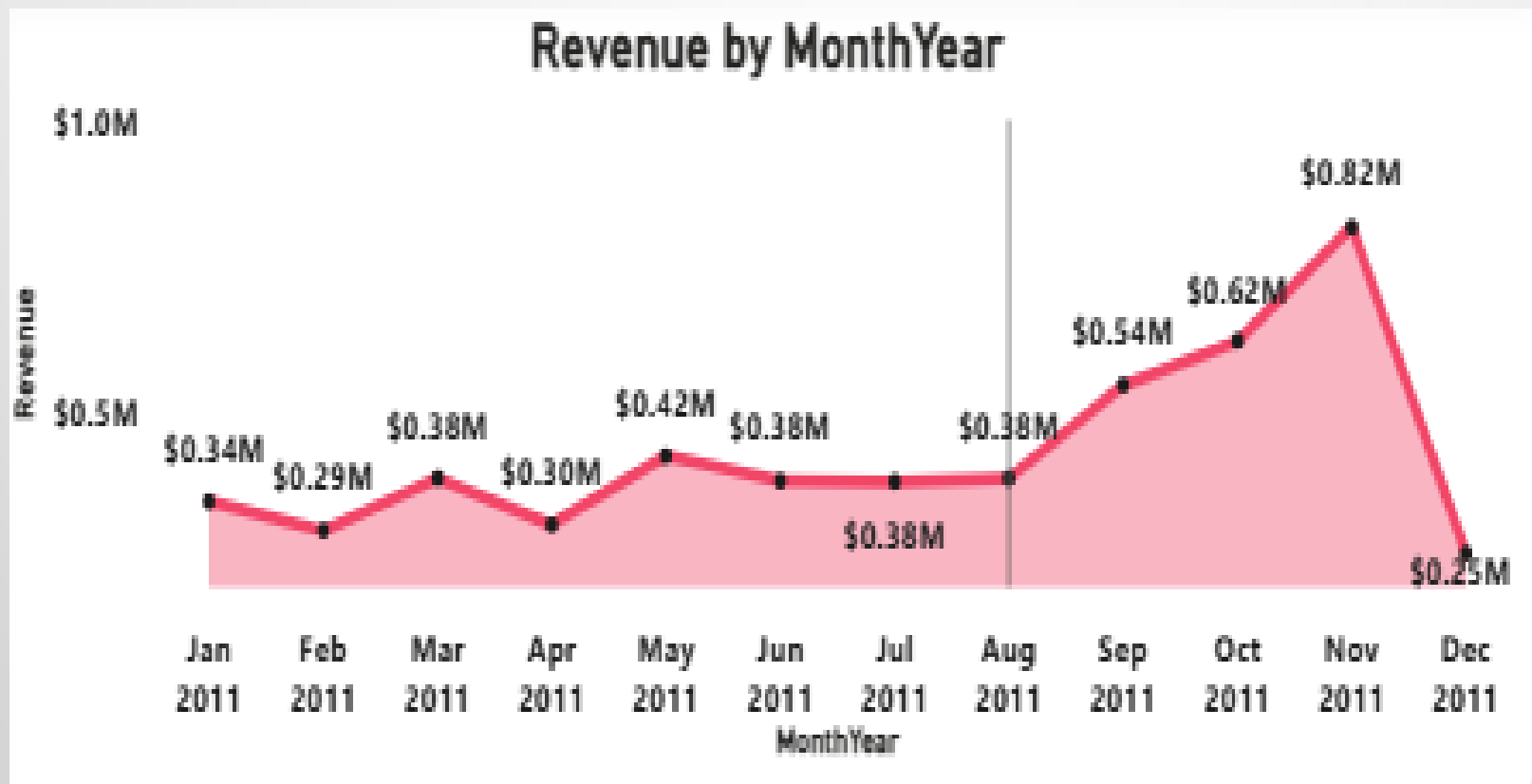
Executive Summary

- This report provides answers to key questions posed by the CEO and CMO.
- The visuals support better business decisions regarding expansion and customer targeting.
- The data was cleaned and visualized using Jupyter Notebook and Power BI.
- Recommendations are based on revenue trends, customer behavior, and international demand.

Q1 – Monthly Revenue Trend (2011)

- • Clear seasonal peaks observed in November.
- • Lowest sales recorded in January and December.
- • Tuesday and Thursday emerged as highest revenue weekdays.
- • Trend helps forecast and prepare for seasonal demand.

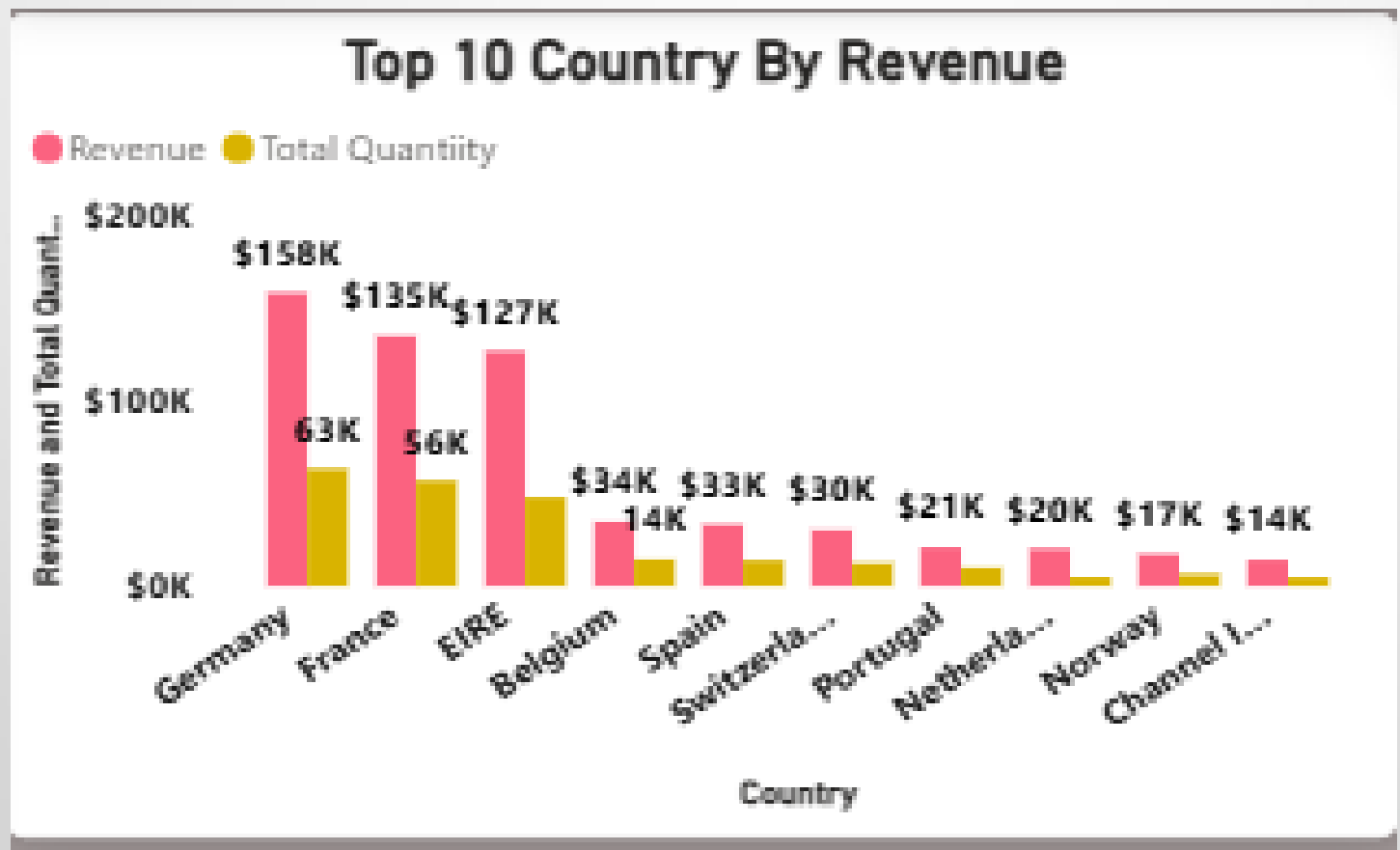
Monthly Revenue Trend (2011)Line Chart



Q2 – Top Countries by Revenue (Excl. UK)

- Germany, France, and Netherlands lead in international revenue.
- Germany generated the highest sales after UK.
- Quantity sold follows similar pattern with consistent demand.
- Indicates strong international expansion opportunities.

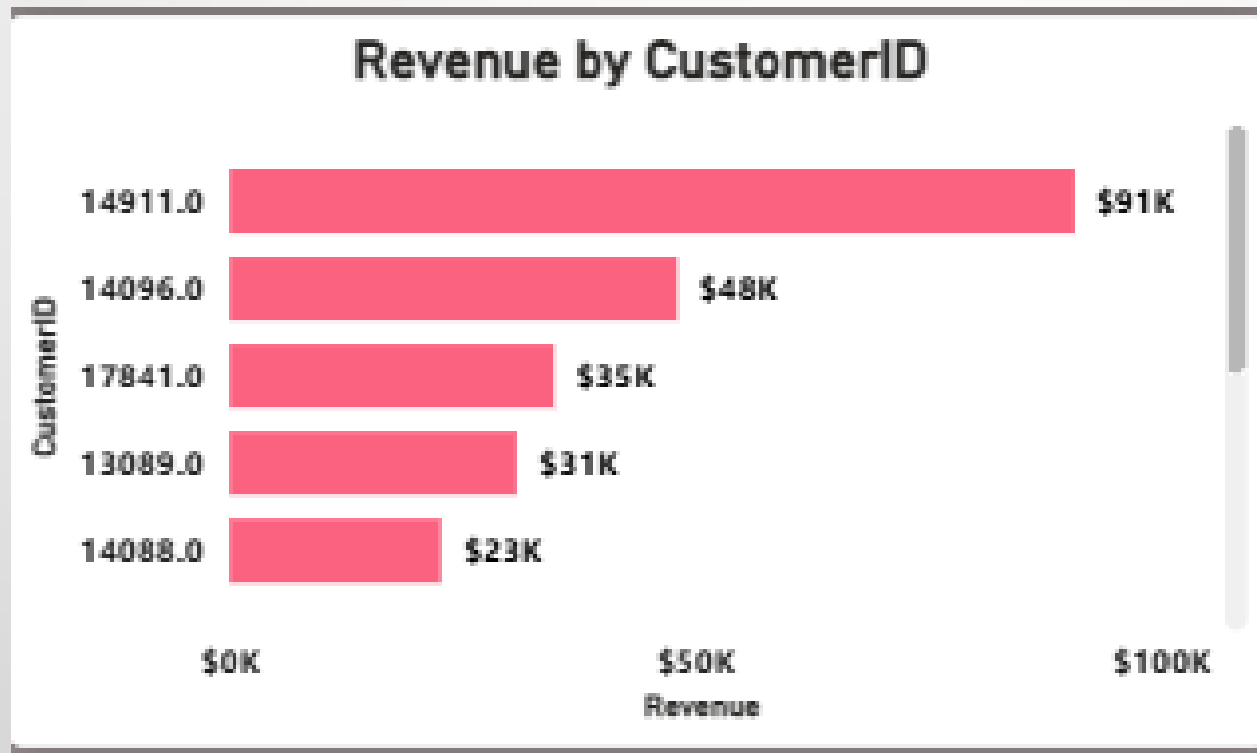
Top Countries by Revenue Chart (Excl. UK)



Q3 – Top 10 Customers by Revenue

- Revenue distribution follows the Pareto principle (80/20).
- Top 10% customers contribute over 60% of sales.
- High-value customers can be retained using loyalty strategies.
- Personalized offers may improve long-term engagement.

Top 10 Customers by Revenue Chart



Q4 – Country-Wise Product Demand (Excl. UK)

- Strong demand in Germany, Netherlands, France, and Switzerland.
- Consistency in monthly purchase patterns across these markets.
- Demand concentration useful for prioritizing expansion targets.
- Opportunity to launch region-specific campaigns.

Country-Wise Product Demand Chart (Excl. UK)



Recommendations & Next Steps

- • Expand operations in Germany, France, and Netherlands.
- • Focus on loyalty and retention programs for top 10% customers.
- • Monitor seasonal trends for demand-based inventory planning.
- • Continue cleaning and tracking KPIs using dashboards.