



TATA Group Data Visualisation

Empowering Business with Effective insights.



Introduction

- Hello, Welcome to this presentation.
- We'll be exploring our company's sales performance for 2010 and 2011.
- I appreciate the questions you've posed, as they've given us a clear idea of the insights you're seeking from this analysis.
- I hope you find the analysis compelling and helpful as you make decisions regarding future business opportunities.



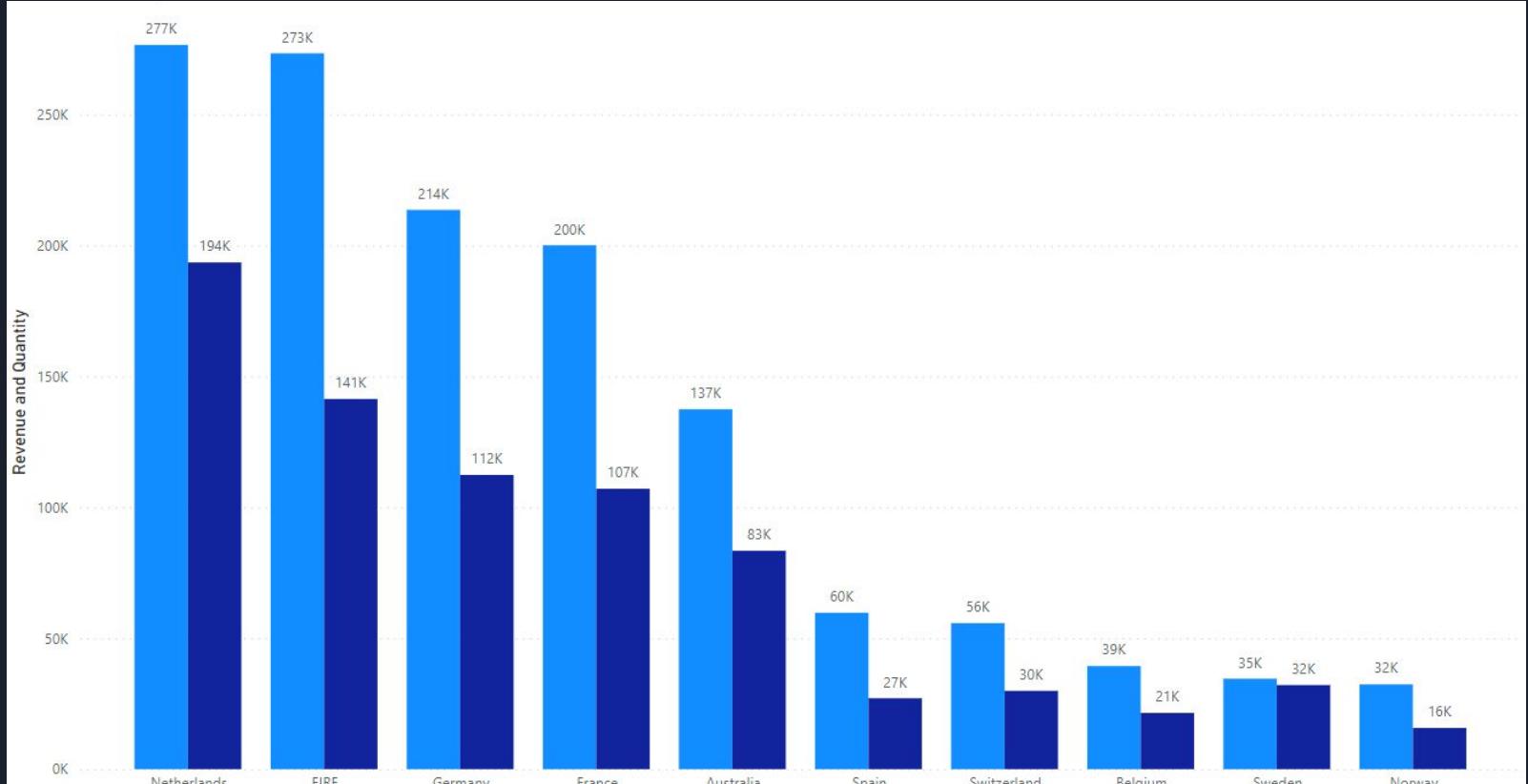
Visualization Process



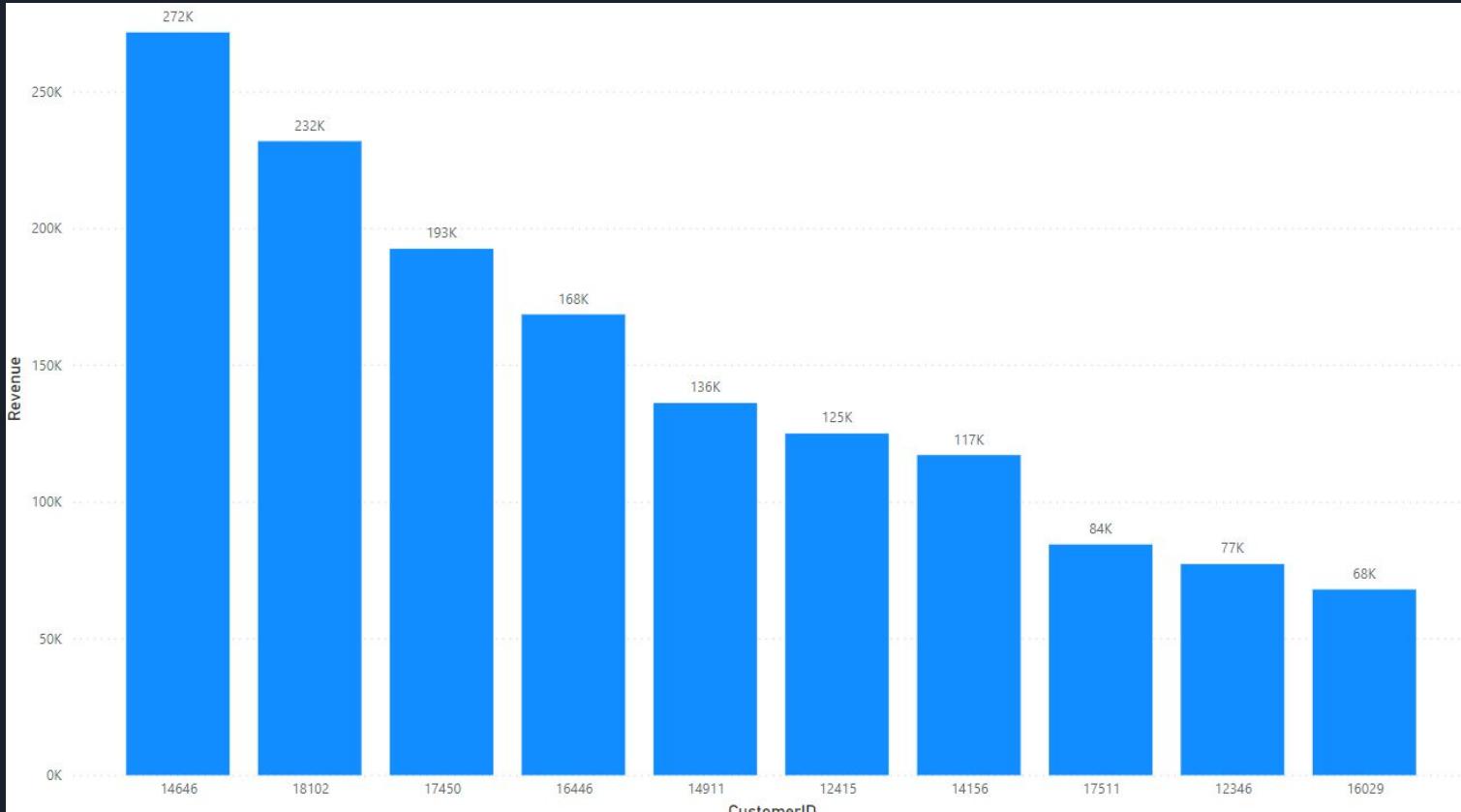
- I made sure this analysis is accurate and correct.
- I cleaned up the data you provided by removing all the negative values in the Unit Price and Quantity columns.
- I also filtered the data as needed for all the visualizations.



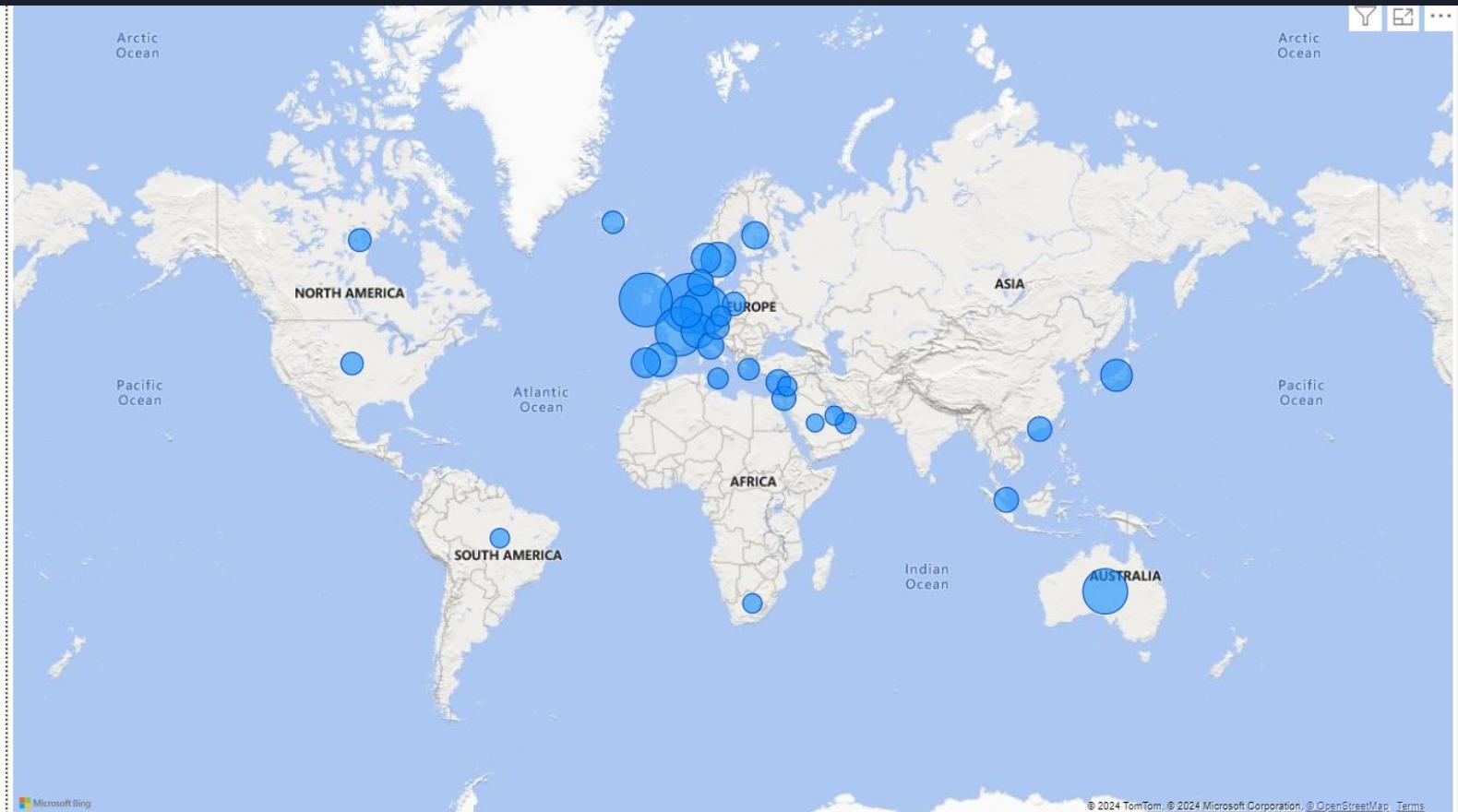
- Regarding first visualization about a revenue trend, the analysis reveals distinct patterns.
- The first 8 months had stable monthly revenues with an average of \$685k.
- We had a significant increase in revenue from September with the revenue peaking at \$1.51 Million in November.
- And with an average of 21.18% increase in revenue from August to November.
- The revenue trend from August to December demonstrates how seasonality affects retail store sales.



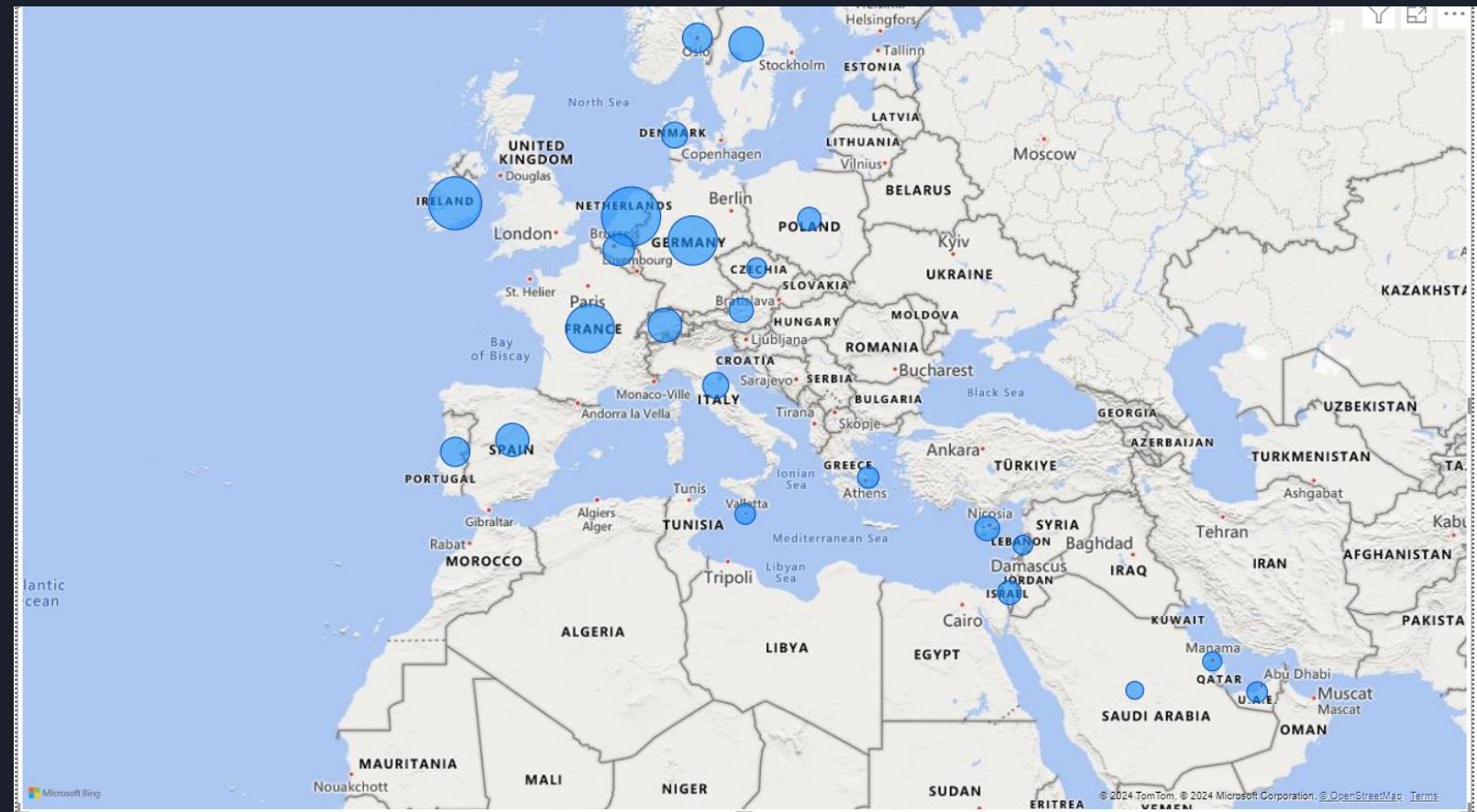
- The second visualization focuses on the top 10 countries for growth, excluding the UK.
- Notably, countries like the Netherlands, Ireland, Germany, and France show high volumes of units and revenue.
- To capitalize on these opportunities, it's advisable to strategically target these regions to meet the demand effectively.



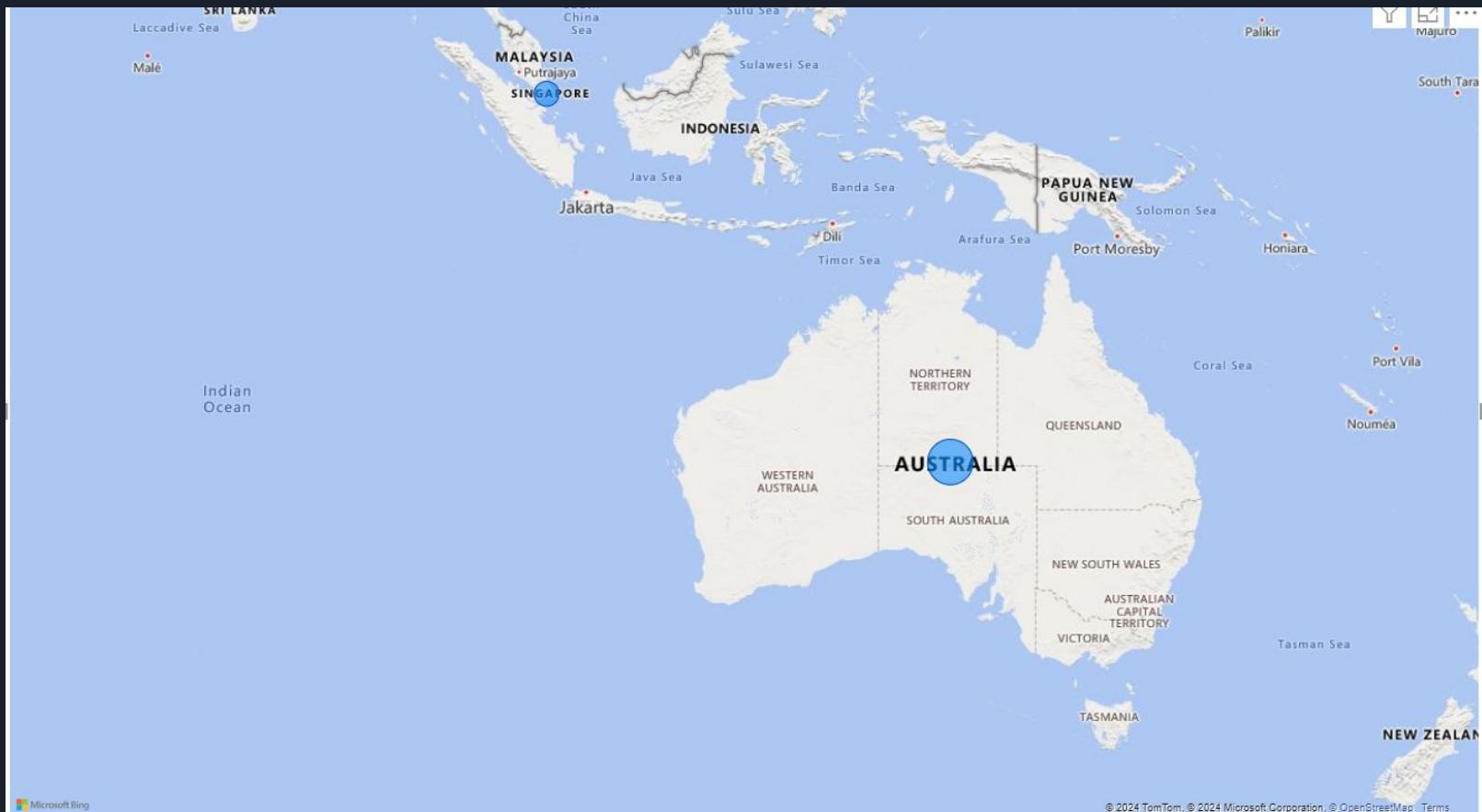
- Moving to the third visualization , the purchasing patterns of the top 10 customers appear balanced.
- The highest revenue-generating customer only purchased 17% more than the second highest, indicating a diversified customer base and a favorable business position.



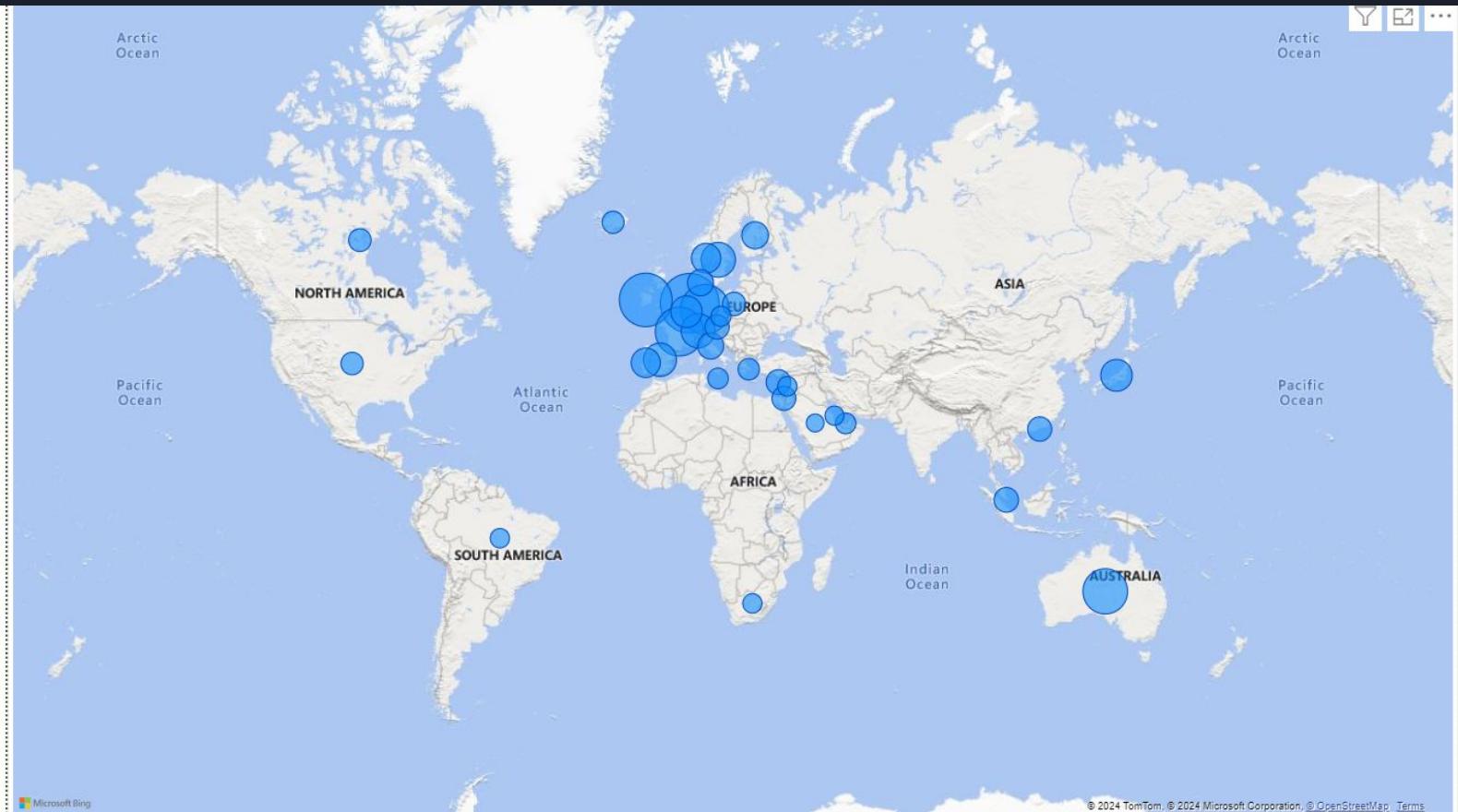
- Lastly, the map chart highlights regions with significant revenue generation, emphasizing the need for increased investment.



- Countries like the Netherlands, Ireland, Germany, France,



- And Australia stand out.



- While regions like Africa, Asia, Russia, and parts of the Americas show lower demand.
- A targeted strategy for these areas holds potential to boost sales revenues and profitability.

Thank you!

