



Retail Store Market Trends Analysis

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TATA VIRTUAL INTERN

Introduction

I'm Arif Shaikh, and I'm eager to share some information with you regarding your retail store. I appreciate you giving me the leading questions. Seeing the sorts of insights, you expect to derive from the data was useful. I really believe you will find the analysis convincing and useful as you decide how to proceed with your next business prospects.

I want to start by assuring you that I have given the most accurate and current analysis. I cleaned up any records with negative quantities (returns), unit price less than 0 after loading the data into tableau software, since it was necessary to do so in order to give useful analysis.



Questions Asked by CEO & CMO

Q1

The CEO wants to view the revenue data for 2011. He wants to see the monthly revenue to analyze seasonal trends. This will help him forecast for the next year.

Q2

The CMO is interested in viewing the top 10 countries which are generating the highest revenue along with quantity sold excluding UK

Q3

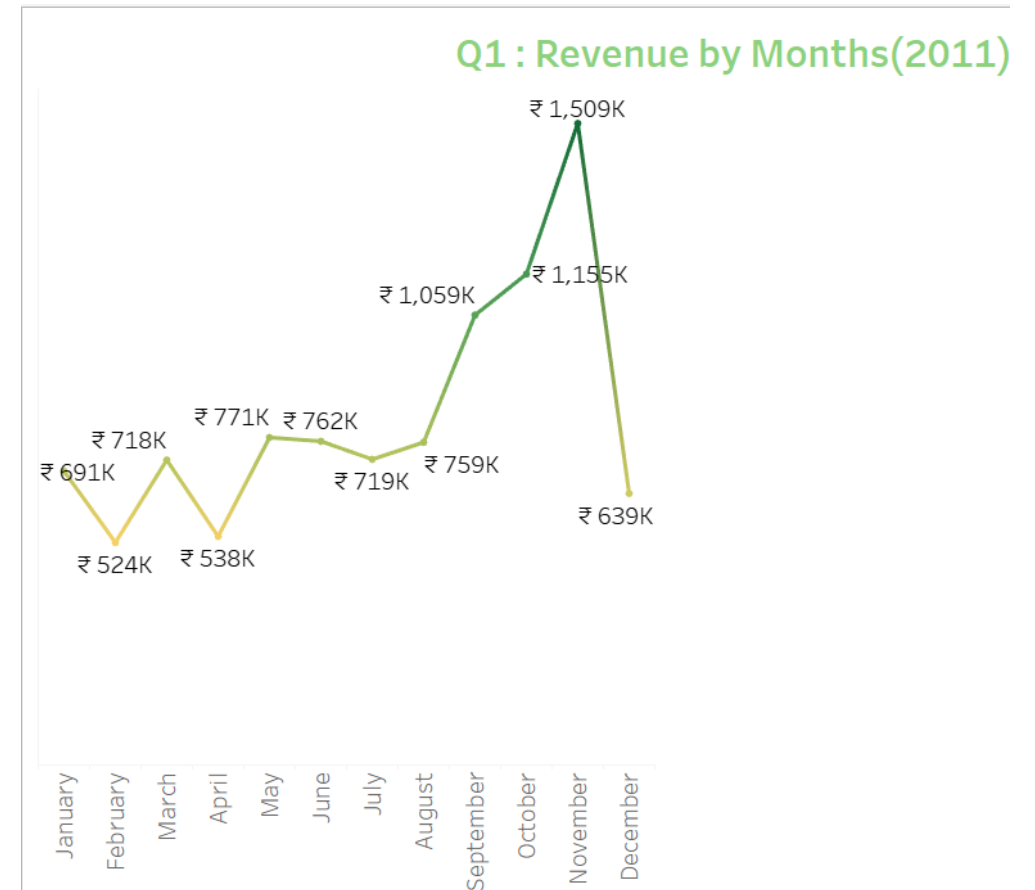
The CMO of the online retail store wants to view the information on the top 10 customers by revenue.

Q4

He wants to look at all countries and see which regions have the greatest demand for their products. to target these areas and generate more business from these regions.

Q1 Findings

- Retail sales are seasonal, with a significant increase in revenue in the last four months of the year.
- The first 8 months of sales (January-August) were very stable, with an average of Rs 685.25K in revenue per month.
- Revenue began to increase in September, with a 40% increase over the previous month.
- The revenue peaked in November at Rs 1509 thousand, the largest amount of the whole year.



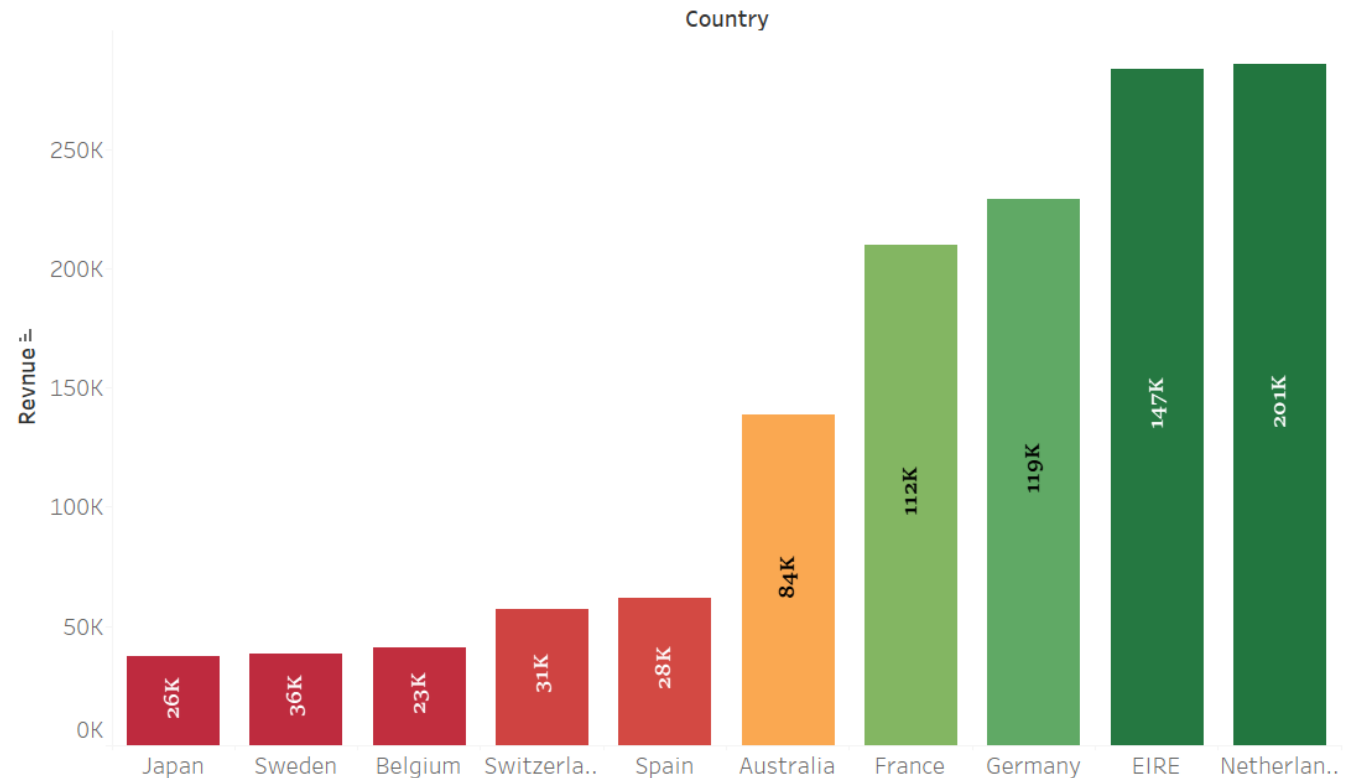
Possible Reasons for Spike in Revenue

- The increase in revenue in the last four months of the year is likely due to a number of factors, such as the holiday season, back-to-school shopping, and winter weather.
- The company should focus its marketing efforts on these months in order to capitalize on the seasonal increase in sales.
- The company should also ensure that it has enough inventory on hand to meet the increased demand during the holiday season.
- The company should track its sales data over time to see how the seasonal trends change. This information can be used to make better marketing and inventory decisions in the future.

Q2 Findings

- The second graph shows the top 10 countries with the most potential for growth. These countries were selected based on their high sales of units and income, as well as their low demand, which indicates that there is room for growth.
- The UK is not included in these statistics because it already has a large demand for our products. However, I understand that you are more interested in nations where demand may be boosted.
- Based on the data, the countries with the highest potential for growth are the Netherlands, Ireland, Germany, and France. These countries have a strong economy and a young and educated population. They also have a high demand for our products, which indicates that there is a lot of potential for growth.
- I would propose concentrating our efforts on these four countries to ensure that we are taking advantage of this opportunity. By focusing on these markets, we can ensure that we are seizing the opportunity for growth and maximizing our profits.

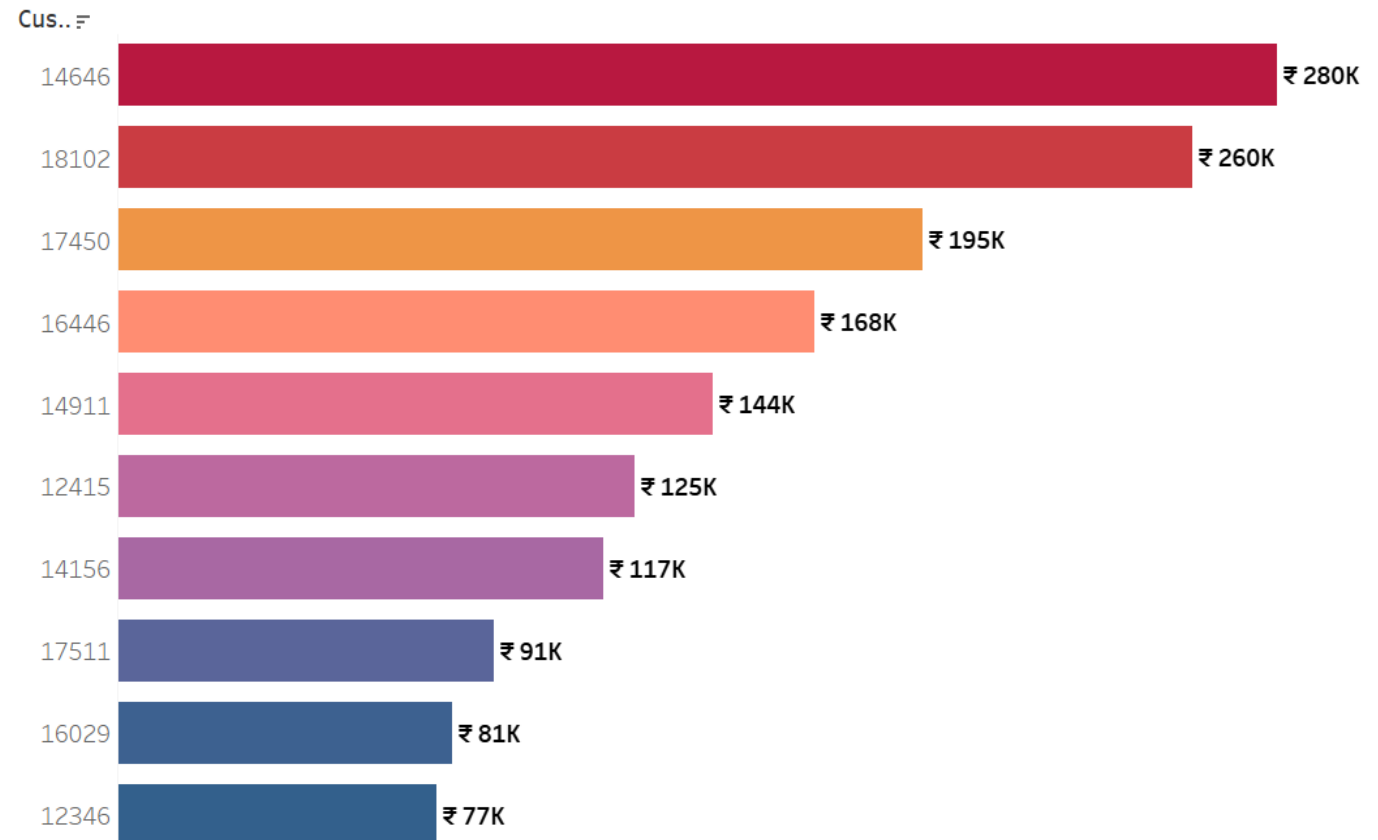
Q2 : Top 10 Countries(including quantity)



Q3 Findings

- The third study examined the top 10 consumers who have made the most purchases from the business. The statistics show that there is not a significant difference in the amount of money that these consumers have spent.
- For example, the consumer who generated the most revenue spent only 17% more than the consumer who came in second. This suggests that the company does not rely on a small number of consumers to generate income. Instead, it has a large and diverse customer base.
- This is a positive sign for the business, as it means that consumers are not able to negotiate lower prices. The company is able to charge a premium for its products and services, which contributes to its profitability.

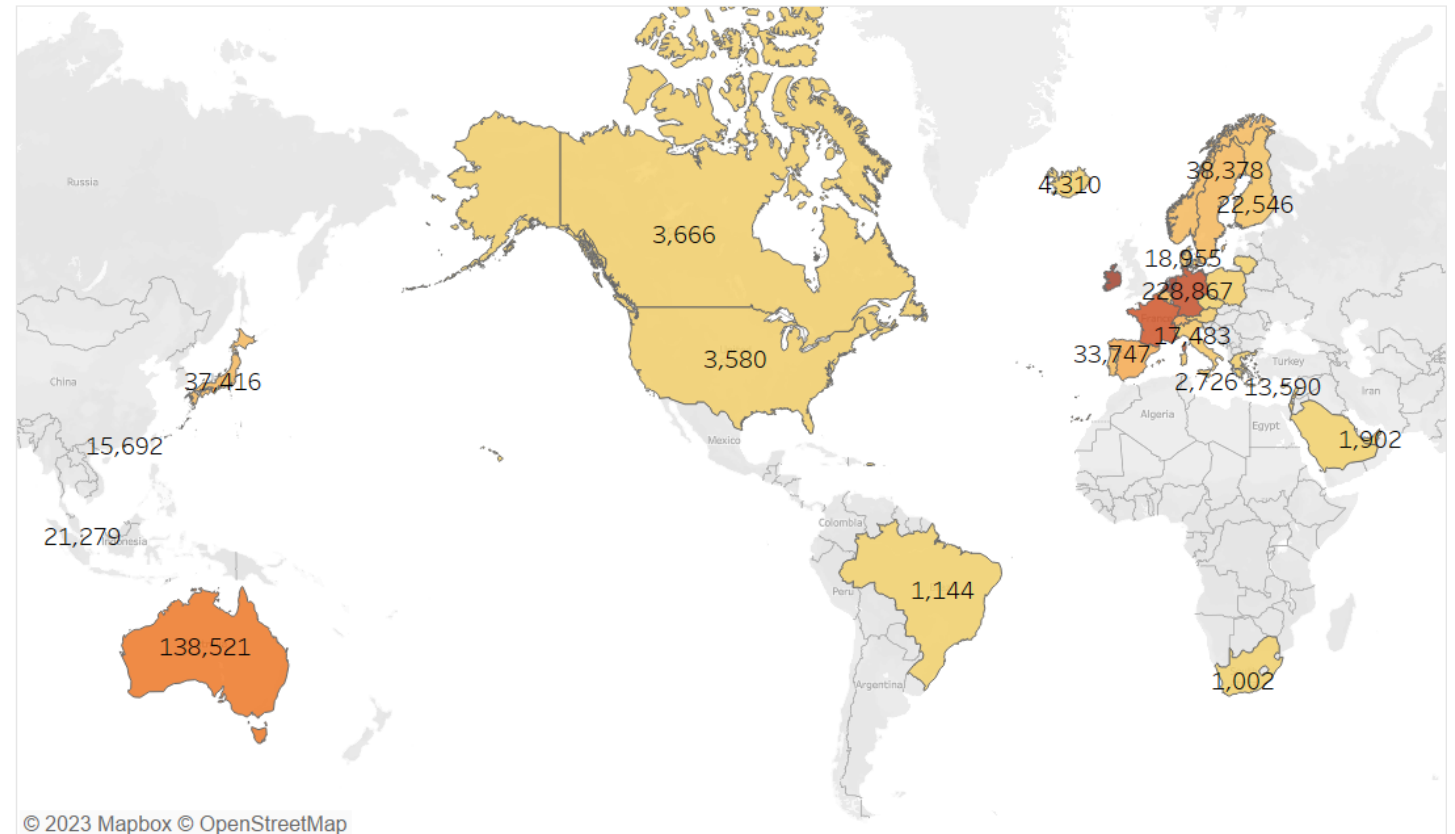
Q3 : Top 10 Customers



Q4 Findings

- The map chart compares the countries that have generated the most revenue to those that have not. The data shows that the Netherlands, Ireland, Germany, France, and Australia are the top five countries in terms of revenue. These countries should be the focus of the company's investment strategy in order to boost product demand.
- The map also shows that the majority of sales occur in Europe, with only a small number in the Americas. There is no market for the products in Africa, Asia, or Russia. By implementing a new strategy focused on these areas, the company could increase sales revenue and profitability.

Q4 : Region wise Demand



Call of Action Based on Results of Q4

- The company should consider investing in marketing and advertising campaigns in the top five countries in order to increase brand awareness and drive sales.
- The company could also partner with local distributors or retailers in these countries to make its products more accessible to consumers.
- The company should conduct market research to better understand the needs and preferences of consumers in these countries. This information could be used to develop new products or services that are more appealing to these consumers.



Thank
You!

