Lab Assignment – Data Visualization Exercise V

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**First questions that come to mind?**

There are several questions that come to mind. Question is when did the sells actually occur, what was the frequency of the sales. This data set seems very light and very limited to scope. I believe this dataset is trying to tell about sales of specific products in which there's only a description for no actual item name in specific countries. This data set is missing a lot of information. Also, the descriptions are in a foreign language therefore very illegible hard to comprehend for business intelligence purposes.

**What kind of data would you need to build a better visualization?**

For this data set I would need the product name, the sales dates and ranges would be nice, the actual number of sales, the city and more demographic information. I think this would be sufficient to building a detailed report that could provide business intelligence worth listening to. But this type of data we could do comparisons on top sales, specific times for Predictive Analytics that sales were occurring based on products, frequency, positioning, location, and sale rep.

**If your visualizations were focused on maps only, what are some trends would you try to identify?**

I would try to identify which products sold more in specific areas this would be a good indicator that specific areas or more viable for creating revenue for a business. I would also try to see if there is any correlations between specific areas regions and countries to determine if those variables would provide good business intelligent insights as well.

**What is one new data visualization you would create to tell stakeholders a story?**

From this data I can basically determine which countries have had the most sales and which salesperson had made the most revenue sales in those locations. Although we would not know what those cells are actually for unless I transcribe the product descriptions and figured out what the actual product was, we can still have a good idea of which areas geographically produce more revenue.

As shown below Madagascar had the most sales, Rahim Sheppard was the salesperson, he/she sold $9859 worth of the proposed product.

