PRESENTATION ON

ONLINE RETAIL ANALYTICS

AGENDA

- Objective
- Background
- Key findings
- Recommendations
- Appendix:
  - Data sources
  - Data methodology

OBJECTIVE

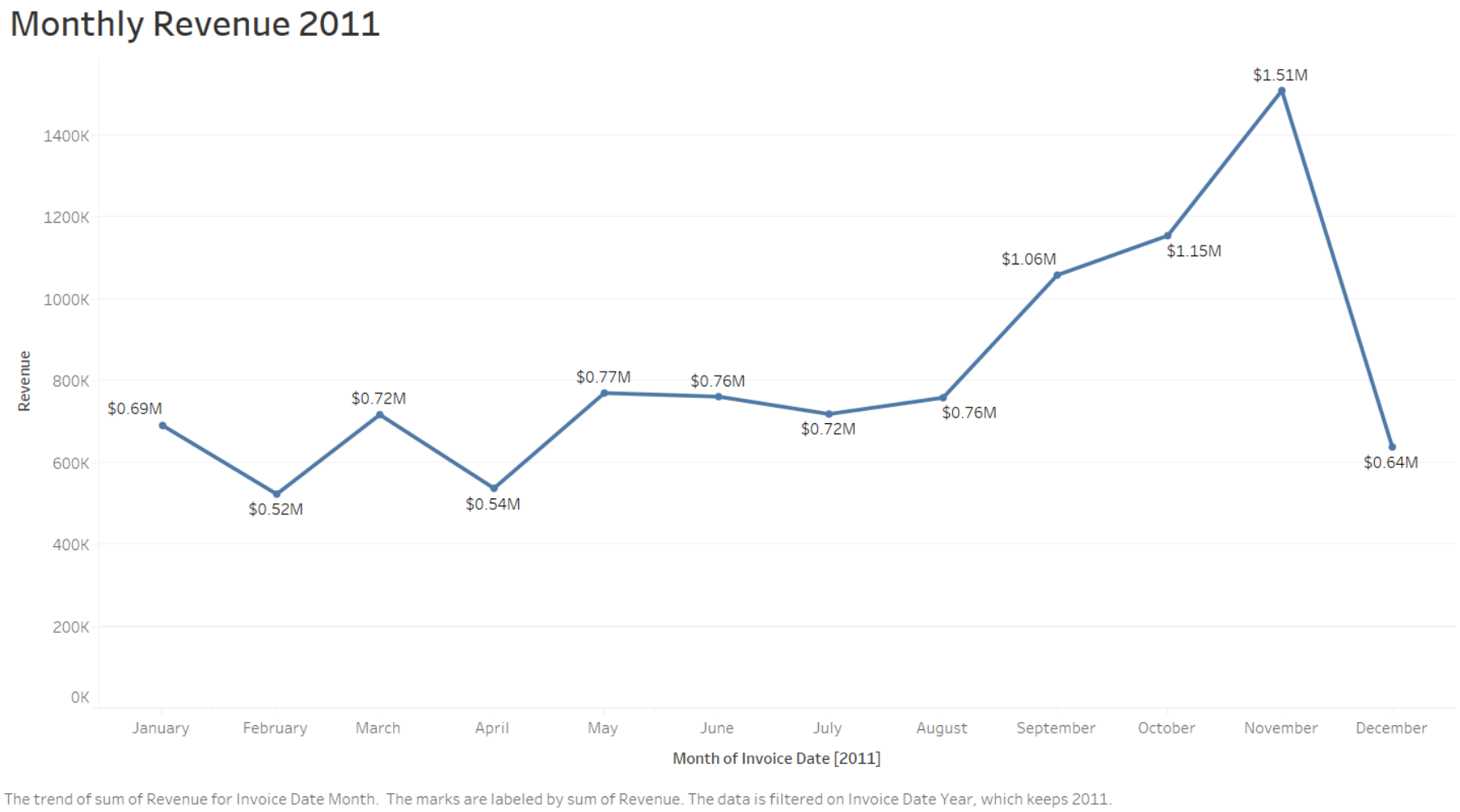
- Analytics and insights that would help evaluate the current business performance and would enable to make the decision on expansion.

BACKGROUND

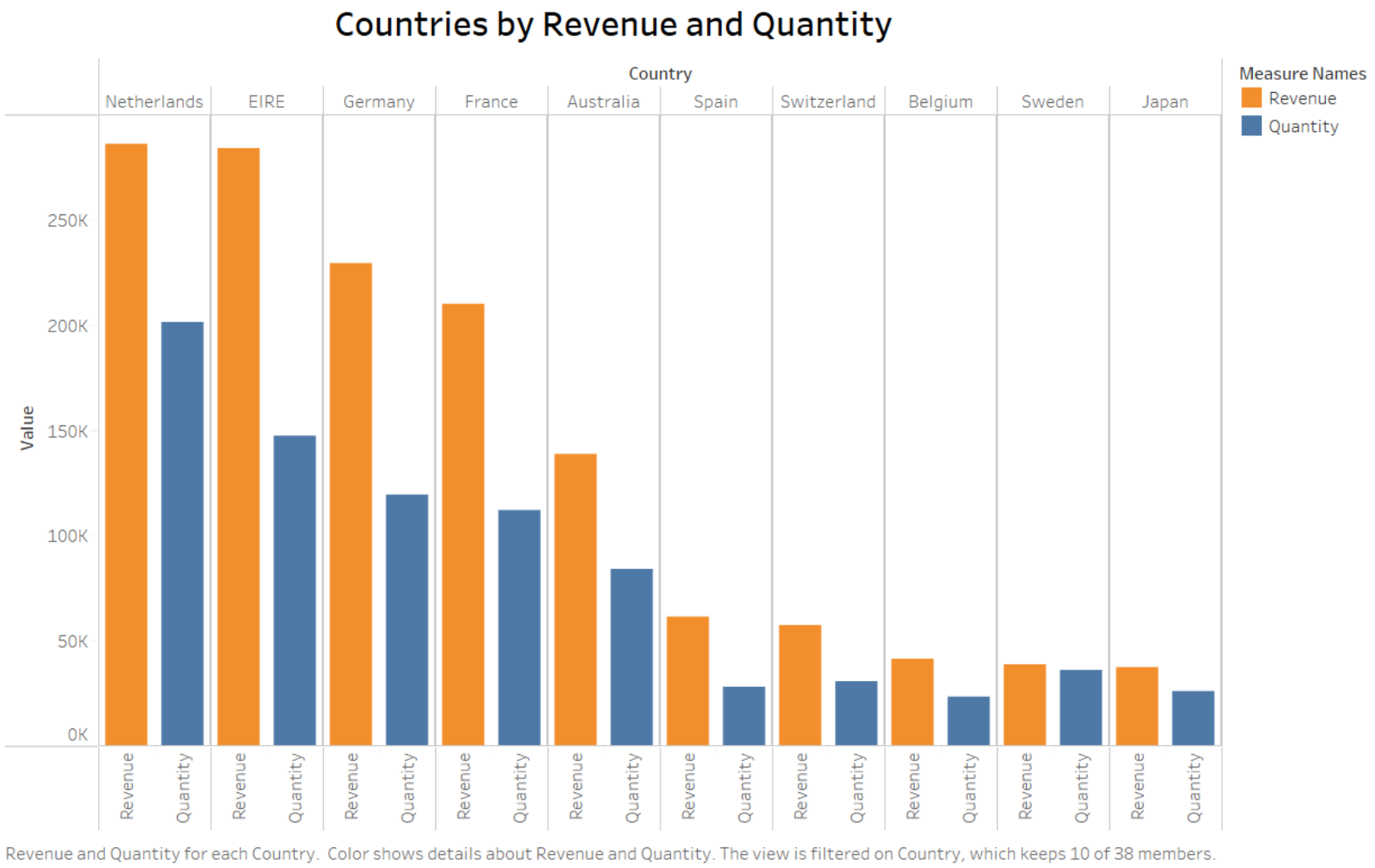
- The business has been performing well and the management wants to analyze what the major contributing factors are to the revenue so they can strategically plan for next year.

KEY INSIGHTS

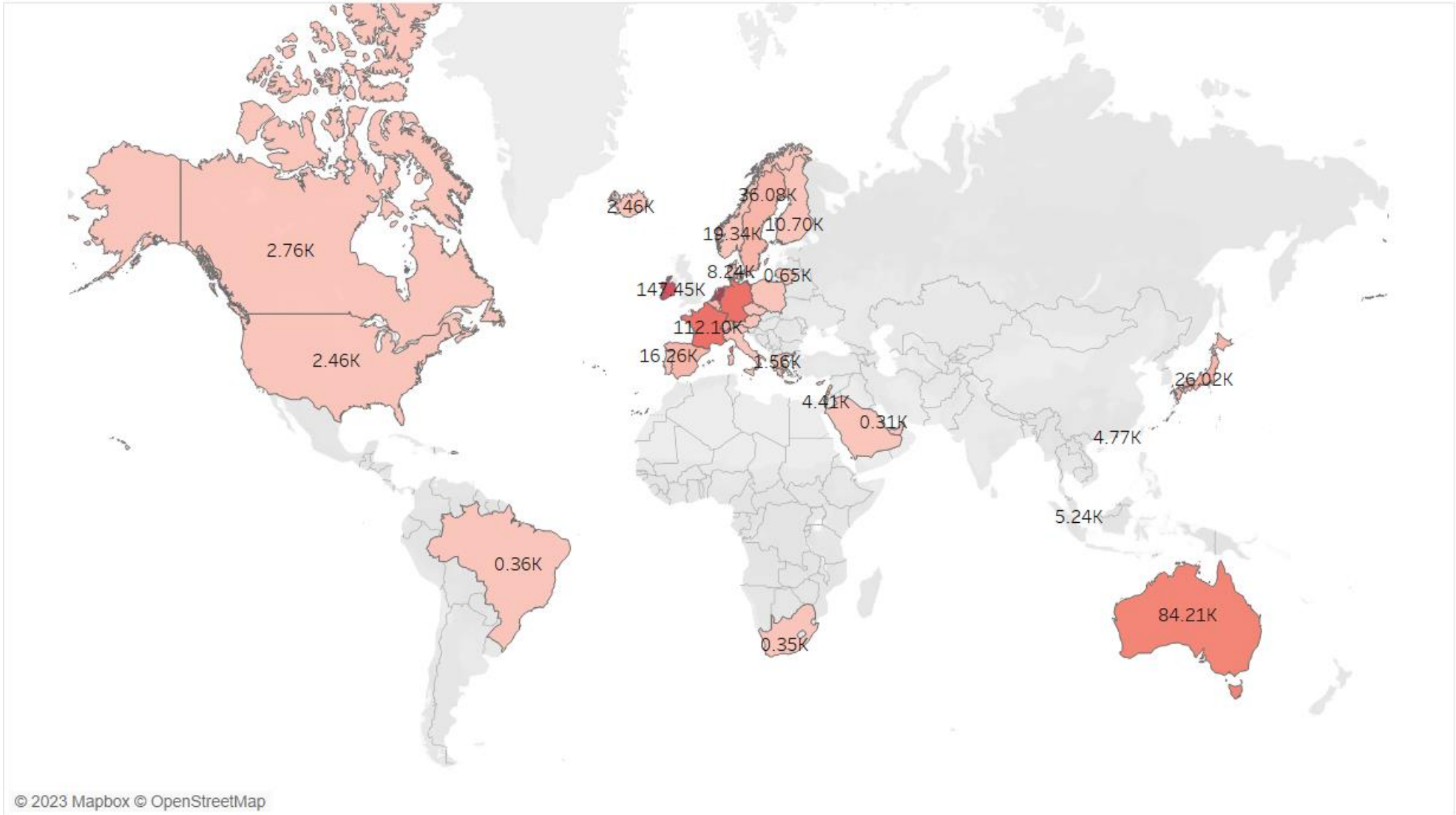
- Revenue starts growing form Sep and reaches peak in Nov



- UK is excluded from the analysis
- NETHERLANDS, EIRE are the most revenue generating countries followed by GERMANY and FRANCE

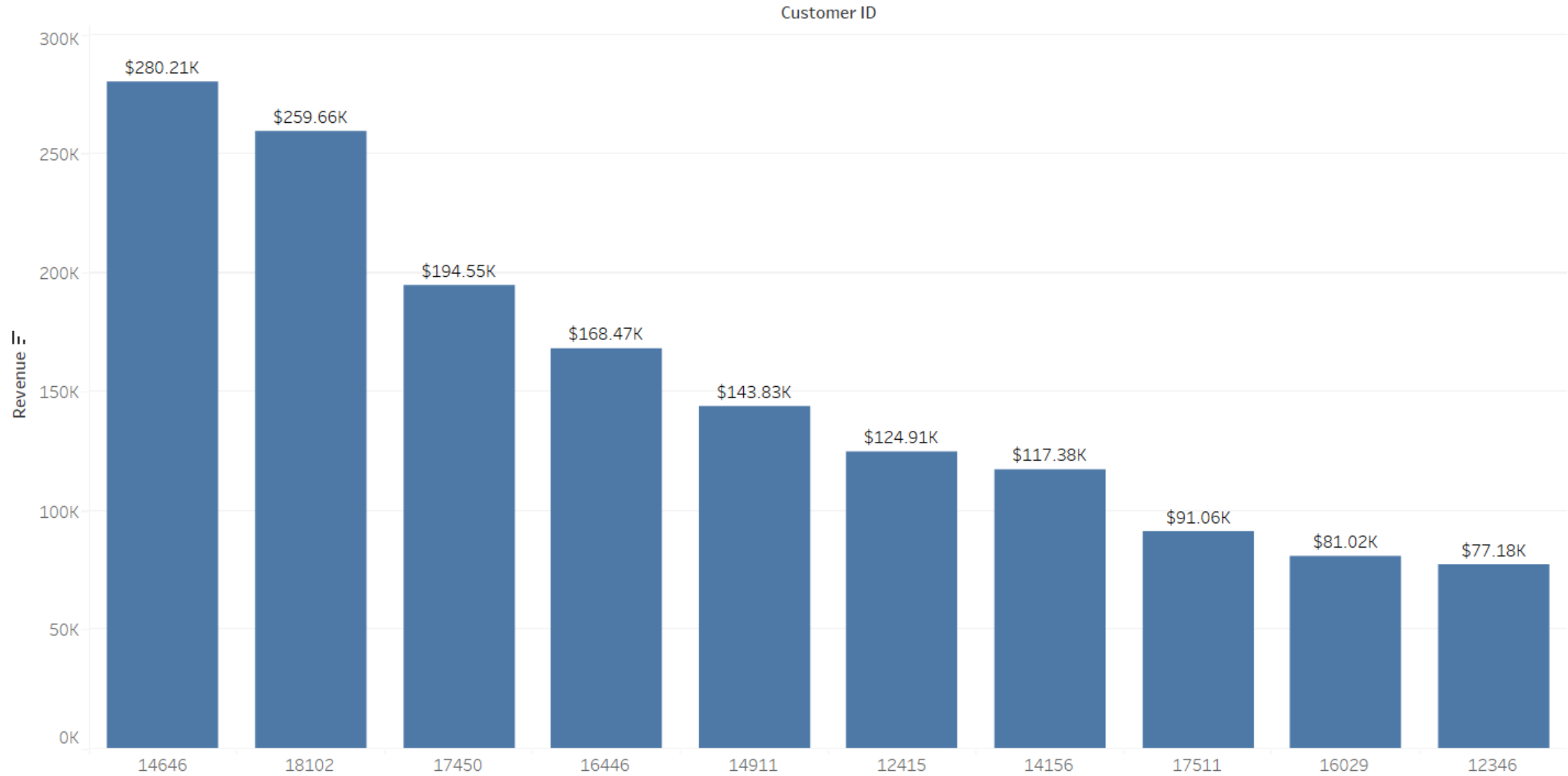


Countries by Unit Sold



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Quantity. The marks are labeled by sum of Quantity. Details are shown for Country. The view is filtered on Country, which excludes United Kingdom.

Top 10 Customers by revenue



Sum of Revenue for each Customer ID. The marks are labeled by sum of Revenue. The view is filtered on Customer ID, which has multiple members selected.

RECOMMENDATIONS

- Highest demand comes in sept and nov, company can plan their inventory accordingly to meet the demand.
- NETHERLANDS AND EIRE are the countries with most in demand for the company products, operation and marketing team can make strategies for expansion in these countries.
- Company can reward or give offers to top revenue generating customers for their loyalty, so that company don’t lose them.

APPENDIX

- DATA SOURCE: downloaded the online Retail data set from forage: TATA virtual internship
- DATA CLEANING: clean the data using python in jupyter notebook
- VISUALISATIONS: created visualisations by importing clean dataset in tableau

THANK YOU