Greetings to all

This is Tejas Patni and In this video, I analyse, upon visualizing, a data set of an online retail platform which was given to me in virtual internship program by Tata .I have used the Data Visualization software Tableau for this purpose. This dataset Is consists of generation of revenue for different customers in different countries

I want to start by assuring you that I have given the most accurate and current analysis. I cleaned up the records which has negative quantities and unit prices less than 0 after loading the data into my software, since it was necessary to do so in order to give useful analysis and generating correct visuals with the relevant data

Let’s get started:

1st:

In first chart, we plotted a graph trend between revenue generated in different months of the year 2011. There are several months of the year that have significant development. According to the statistics, the first eight months of sales from January to August were very stable, with an average of $685K (Six hundred eighty-five thousand US dollars) in revenue per month. The increase in revenue begins in September, when it grows by 40% over the previous month. This pattern persisted up until November, when it rose to 1.5 million US dollars, the largest amount of the whole year. Unfortunately, since the data for December is insufficient, no inferences can be made from it. This research demonstrates how seasonality—which generally happens in the last quarter of the year—affects retail store sales. This is the time of most holidays like New Year or Christmas so we need to Maket our product based on those conditions.

2nd

In 2nd Graph, Plot is between the top 10 countries with the most potential for growth vs revenue and the quantity sold. Since the UK already has a large demand and I understand you are more interested in nations where demand may be boosted, the UK is not included in these statistics. According to the data, sales of units and income are quite high in nations like the Netherlands, Ireland, Germany, and France. To guarantee that steps are taken to further seize these markets, I would propose concentrating on these nations. From this, we can create a relationship between the quantities sold and the revenue generated from it in different countries. Usually the more number of quantity sold, you will generate more revenue but as we see in graph we can see that Sweden doesn’t have much effect of this relationship and likewise, Spain is generating much better revenue with even less quantity than Sweden.

3rd

This graph shows the top 10 consumers who has generated the highest revenue to the business. With this, we can develop a targeted advertisements, analysis of one’s buying pattern is achieved. We can even make Marketing campaigns more effective. More and more buying can be given out and such customers can be retained and encouraged to buy more.

4th

The map chart concludes by comparing the countries that have produced the greatest revenue to those that have not. Apart from the UK, it is clear that nations like the Netherlands, Ireland, Germany, France, and Australia generate large profits, and the company should invest more in these nations to boost product demand. The map also reveals that the majority of sales occur only in the European zone, with only a small number in the American region. Along with Russia, there is no market for the items in Africa or Asia. Sales revenues and profitability might increase with the implementation of a fresh strategy focused on these areas. Focusing in high income areas will generate more revenue.

In summary, I can conclude that we can create more marketing and advertising campaigns during the 4th quarter and keenly observe the relationship between revenue and quantity so that the analysis of product is done well for each country. We can give offers to the most valuable customers to maintain a retention rate as well as we can look for the demographics where we can find the best opportunity to expand our business.