# TATA Business Overview

### Questions the CEO (Chief Executive Officer) may ask

1. **What Region/Country is generating the most and least revenue**: Analyzing the company’s revenue is very important to the CEO, board, and other top-level executives as they are always focused on how t increase the revenue.
   1. With this analysis, the company can figure out the Region/Country that generates the most revenue and figure out how to further increase the revenue generation in that area.
   2. For Regions/Countries with the lowest revenue, the CEO can study the reasons for the low turnout in sales/revenue and how to improve it
2. **What products generate the most revenue for the company**:
   1. What are the top sold products in each region? With this analysis, we can study why a product does well in each region/country and how to further boost the sales of those particular products in that region/country. And when the products need to be made readily available. E.g., for countries like Russia and Canada with very low temperatures, winter jackets and blankets may be the most sold products in that area. P.S. This particular product may not be in so much demand during the summer.
   2. What are the least sold products in each region/country? With this analysis, the CEO can further study why the products are making low sales and decide whether to do more marketing or cut the product.
   3. This analysis will help the company during its expansion. E.g., Since the company already has a base in Lithuania, it will help them a lot if they decide to move into similar countries like Latvia since they consume similar products.
3. **What is the monthly trend of revenue generation**: The insight will help the CEO better understand if there is a steady monthly increase in revenue or if the trend fluctuates. If there is a fluctuation, the CEO can further study the reason why that occurs
   1. if it is due to an internal change?
   2. If a new product was launched?
   3. If a product was stopped?
4. **What month generates the most and least revenues:** In business, there are months with higher demand than supply due to seasonality (e.g., the Festive period). These insights can help the CEO study If the top revenue-generating months are due to seasonality and help them maximize the revenue generated during that period.
5. **Who are your most valuable customers and how much do they contribute to the revenue of the company**: Knowing the customers with the biggest sales is necessary as it may help you treat them better.
   1. The CEO might further study the impact on the company’s revenue if these customers stop buying from them. The CEO can further study these and strategize on how to increase the customer base making the company not fully reliant on these customers.
   2. The CEO can also target the top customers with more products to ensure a higher generation of revenue from these customers.

### Questions the CMO (Chief Marketing Officer) may ask

1. **What percentage of new customers are retained?** The CMO is very interested in the effectiveness of his marketing team and retained customers are a good way of tracking effective marketing.
   1. The CMO may further study the products most new customers buy the second time.
2. **What are the company’s most profitable months, is it seasonal?** Often in businesses, there are particular periods that customers tend to purchase more than other times, this may be due to festivals or climate change.
   1. With this analysis the CMO can organize an effective marketing strategy during that period of high sales.
   2. This analysis can also help the company know the type of products to market to a particular region during a particular season.
3. **What is the monthly trend of new customers:** This analysis will help the CMO to know whether there is a steady increase in the customer inflow, If the inflow of new customers is slow the CMO can further analyze how to reach more customers to reduce over dependency on bigger clients.
4. **Which countries have the most second orders by new customers:** The CMO is very interested in targeting the regions with the newest customers.
   1. This will help the CMO study and strategize how to further boost sales in that region with effective marketing
   2. The CMO can also study the most common product that the newest customers purchased and advertise it to new customers.
   3. Analyzing the top revenue-generating countries will help the CMO during expansion, the CMO might study the strategies that worked in a particular country and replicate them in similar countries
5. **Who are the customers that have repeated the most and how much are they contributing to the company’s revenue**: The CMO may analyze two things, customers with huge orders and customers with frequent orders (mostly similar products)
   1. The customers with huge orders may be offered more discounts to increase revenue
   2. Customers with frequent orders may be advertised similar products so they can buy more products and boost sales

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| **No#** | **As a(role)** | **I want to (request/demand)** | **So that I can (user value)** | **Acceptance Criteria** |
| 1 | CEO | To get an overview of the countries with the most revenue | Study how to increase the revenue in those areas | A Power BI dashboard that shows the top 10 countries with the most revenues generated. **Done** |
| 2 | CEO | An overview of the products generating the most revenue and least revenue | Study why the top product does well in a particular region and figure out how to further boost sales in those countries. | A Power BI dashboard that allows me to filter product revenue generation by country. **Done** |
| 3 | CEO | The monthly trend of revenue generation | Figure out if the trend is seasonal. | A Power BI dashboard that allows me to filter monthly sales by year. **Done** |
| 4 | CEO | Most valuable customers and how they contribute to the total revenue of the company | Target those customers with more products to boost the company’s revenue | A Power BI dashboard that shows the most valuable customers by revenue and also their percentage revenue of the total revenue. **Done** |
| 5 | CMO | Percentage of retained customers | Study the products most new customers are buying. | A Power BI dashboard that shows the retention rate of new customers and the top 5 most purchased second orders. |
| 6 | CMO | The monthly trend of revenue | Study if the company’s revenue trend is due to seasons to boost marketing during that period | A Power BI dashboard that shows the trend of revenues by month and also allows me to filter by year and countries **Done** |
| 7 | CMO | The countries that have the most second orders by new customers | Study the products with the most second-order purchases and boost the advertisement of those products. | A Power BI dashboard that shows the most common second purchases from new customers and allows me to filter by months and countries |
| 8 | CMO | Information on the customers with the most repeated orders | Advertise more products to them to boost sales | A power BI dashboard that shows the customers with the most frequent orders and also customers with huge but intermittent orders |