

## Part 1: Framing the Business Scenario

Here is the background information.

An online retail store wants to review their data and provide insights that would be valuable to the CEO and CMO of the business. 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.

The team is interested in viewing the metrics from both an operations and marketing perspective. Remember, thinking from the perspective of business leaders allows you to analyze the data more effectively and present better insights.

Here is your task

To prepare for your task, you need to draft questions that you think will be important and relevant to the CEO and CMO. This preparation will be your guide as you develop your presentation.

For this task, you are only required to draft the questions. Make sure to think both quantitatively and qualitatively.

Question 1:

Question 2:

Question 3:

Question 4:

## Part 2: Choosing the right visuals.

### Background information:

You have been asked by the CEO and CMO to draft the questions to provide visuals on the metrics that they wish to analyze for the online retail store. You will gather the requirements and provide them the type of visuals that would be best suitable to the scenario.

Senior managers want to understand how their business is performing and what area are the key strengths of the company. They are also focused on identify opportunities that would lead to growth and generate more revenue in the future.

### Task:

In this task, you will be required to read the questions you have prepared above carefully and understand the business requirements. Once you have an idea of what is required from the perspective of the CEO and CMO, you will need to come up with the perfect visual which will illustrate each scenario. Remember, data can be presented in multiple types of charts, but you are required to select the visual that would best display the information which is being presented.

## Part 3: Creating effective visuals.

### Background information:

The CEO and CMO would like you to provide them with some visuals that would help answer their questions. You would need to provide insights which they can use to create the expansion strategy. Analyze the trends and the breakdown by different categories so that they have clarity on how the revenue is being generated and what are the main factors affecting the online store.

### Task:

In this task you will create the visuals around four of the questions (which you prepared in part 1) that the CEO and CMO have to required. You can use Power BI to create the visuals and data is provided below. For Power BI file you need to save .pbix format.

## Part 4: Communicating insights and analysis.

### Background information:

It's time to present your finding to the CEO and CMO. They are interested in your thought process and how you have handled the data visualization. It is important to explain your thoughts, process, and ideas in a clear and straightforward way.

### Task:

Develop a script and record a video (60 seconds) to present your figures to the CEO and CMO based on the four questions.

Assess the links below to better understand how business works and approach business performance. Use data from here <https://github.com/raghu1730/TREBAS> to understand more about the business and prepare your questions.

### Resources:

All the required documents are available on Moodle for performing the above task. See the documents.

<https://www.datapine.com/blog/ceo-dashboard-report-examples-and-templates/>

<https://zipforecasting.com/en/what-is-business-analytics/business-performance.html>

### Prerequisites: -

- Mathematical and Analytical thinking, brainstorming.
- Business terms understanding and communication.
- Self-explanatory analysis.