

Data Analysis Presentation

This presentation outlines robust data cleaning and analysis steps.

We focus on reliable sales data and actionable growth opportunities.

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Data Cleaning Strategy

Invalid Transactions Removed

Excluded entries with
Quantity < 1, Unit Price < 0 to
ensure accuracy.

Clean Revenue Field Created

Applied DAX formula: Revenue
= Quantity × Unit Price for
precise calculations.

Filtered Blank CustomerIDs

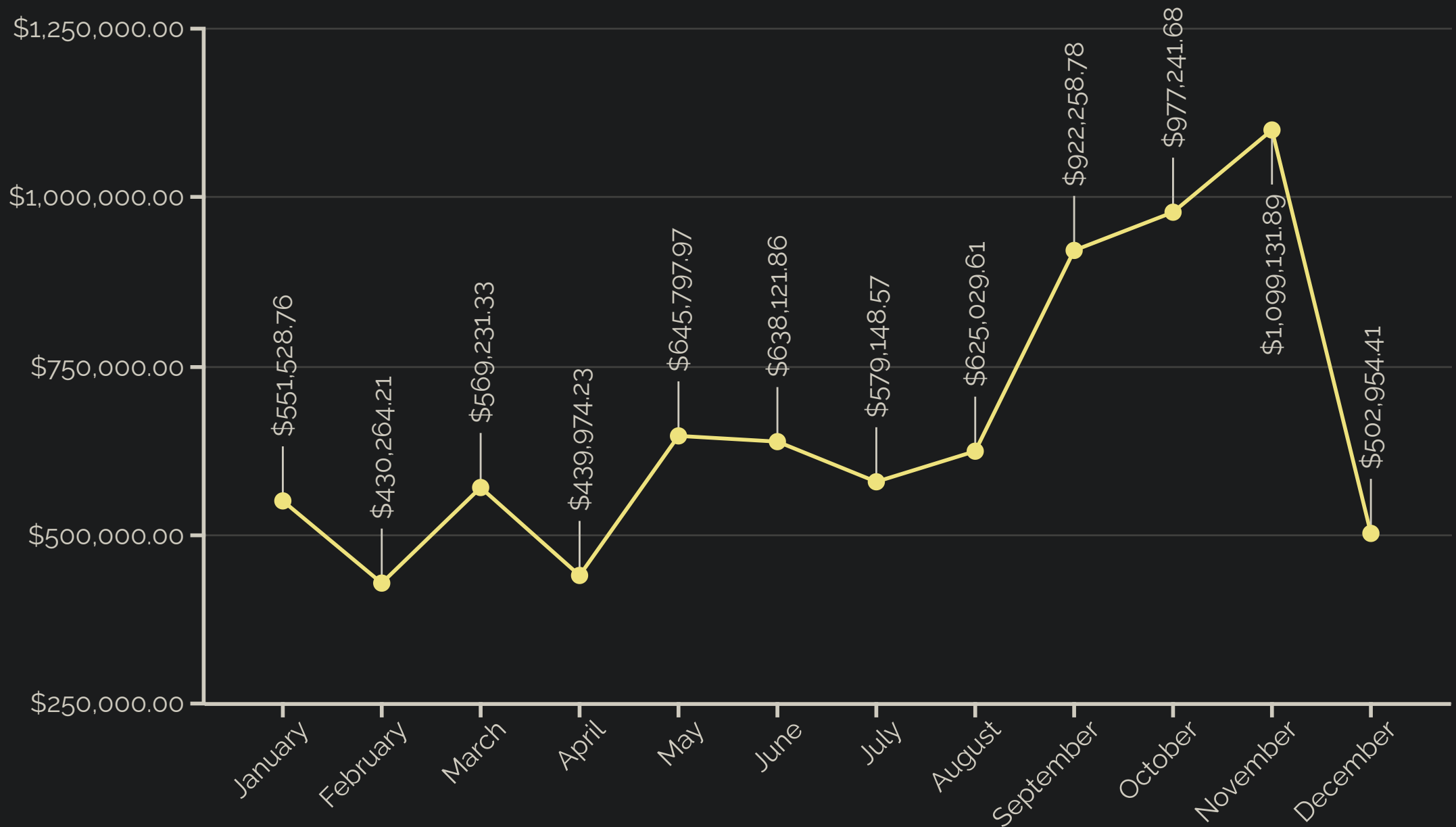
Ensured customer-level analysis included only valid customer transactions.



Question 1

The CEO of the retail store is interested to view the time series of the revenue data for the year 2011 only. He would like to view granular data by looking into revenue for each month. The CEO is interested in viewing the seasonal trends and wants to dig deeper into why these trends occur. This analysis will be helpful for the CEO to forecast for the next year.

Q1.Monthly Revenue Trend in 2011



The line chart reveals clear seasonal revenue fluctuations throughout 2011.

Monthly Revenue Trend in 2011



Revenue Peaks

November and December sales spike due to holiday sales.

Mid-Year Dip

July presents a noticeable revenue decline, signaling low season.

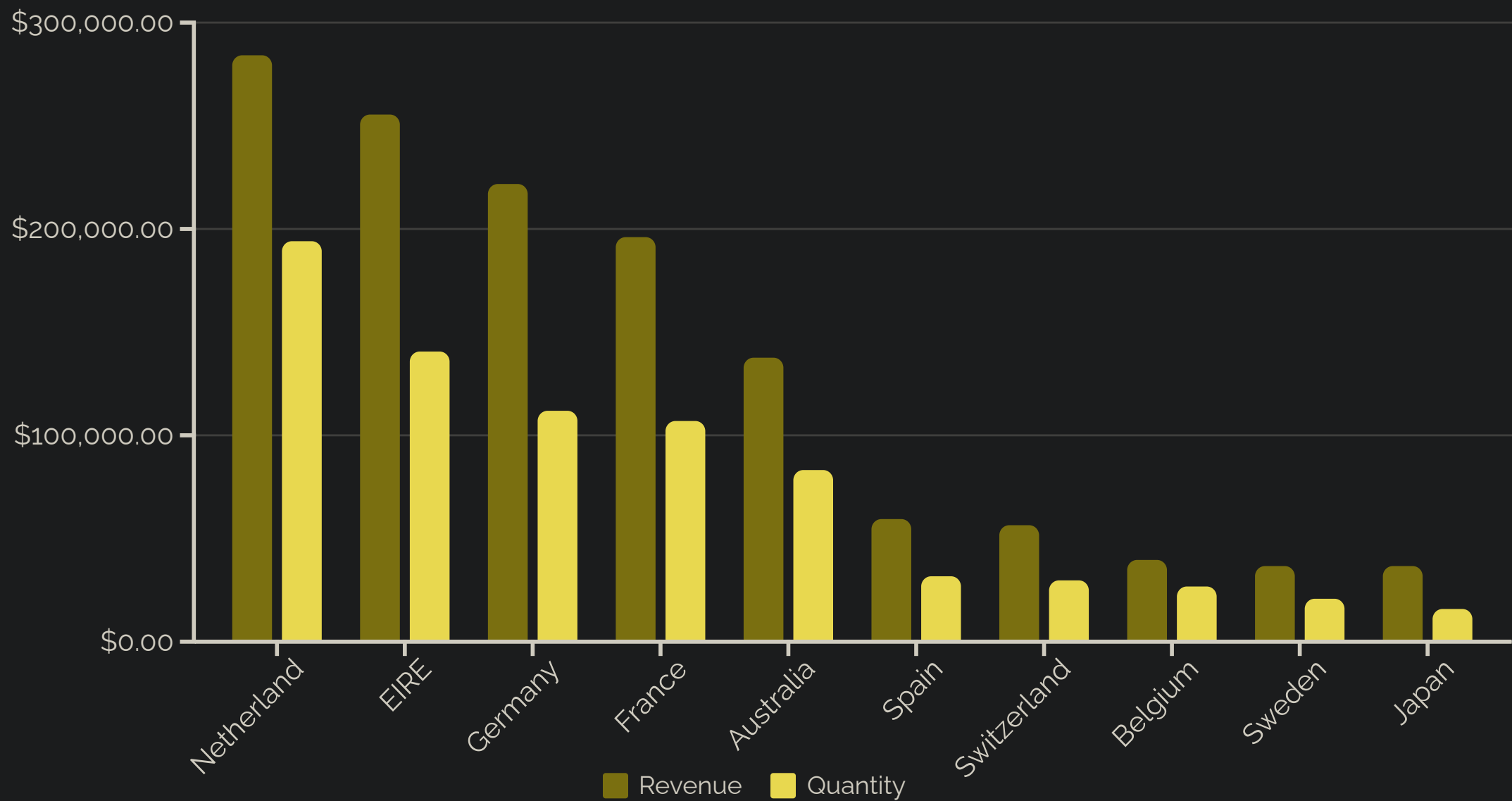
Seasonal Insights

Opportunity: Align inventory planning, marketing pushes, and staffing resources with seasonal spikes.

Question 2

The CMO is interested in viewing the top 10 countries which are generating the highest revenue. Additionally, the CMO is also interested in viewing the quantity sold along with the revenue generated. The CMO does not want to have the United Kingdom in this visual.

Q2. Revenue vs Quantity by Country



Some countries generate high revenue but lower quantity (e.g., high-margin products).

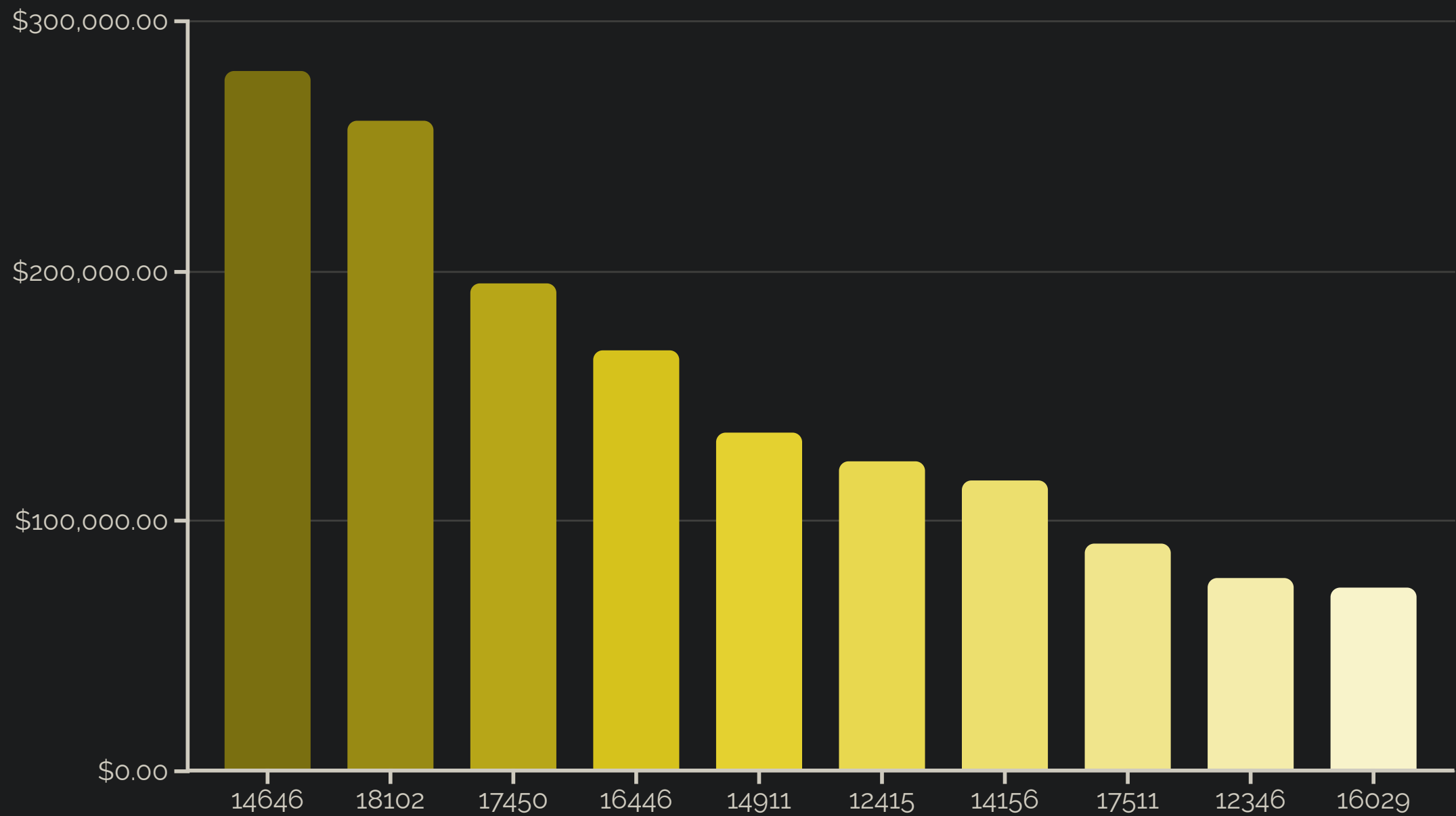
Others show high quantity but moderate revenue (suggesting discount-driven or volume-based sales).

Opportunity: Invest more in high-margin, lower-volume countries for profitability. Explore bundling or upselling in high-volume, lower-revenue countries to raise AOV.

Question 3

The CMO of the online retail store wants to view the information on the top 10 customers by revenue. He is interested in a visual that shows the greatest revenue generating customer at the start and gradually declines to the lower revenue generating customers. The CMO wants to target the higher revenue generating customers and ensure that they remain satisfied with their products.

Top 10 Customers by Revenue





Top 10 Customers by Revenue



Revenue Concentration

Small customer group generates majority of revenue.



Customer Loyalty Potential

Target for VIP programs and personalized marketing incentives.



Retention Focus

Maximize recurring revenue by strengthening customer relationships.

Question 4

The CEO is looking to gain insights on the demand for their products. He wants to look at all countries and see which regions have the greatest demand for their products. Once the CEO gets an idea of the regions that have high demand, he will initiate an expansion strategy which will allow the company to target these areas and generate more business from these regions. He wants to view the entire data on a single view without the need to scroll or hover over the data points to identify the demand. There is no need to show data for the United Kingdom as the CEO is more interested in viewing the countries that have expansion opportunities.

Units Sold by Country – Global Map

High Demand Regions

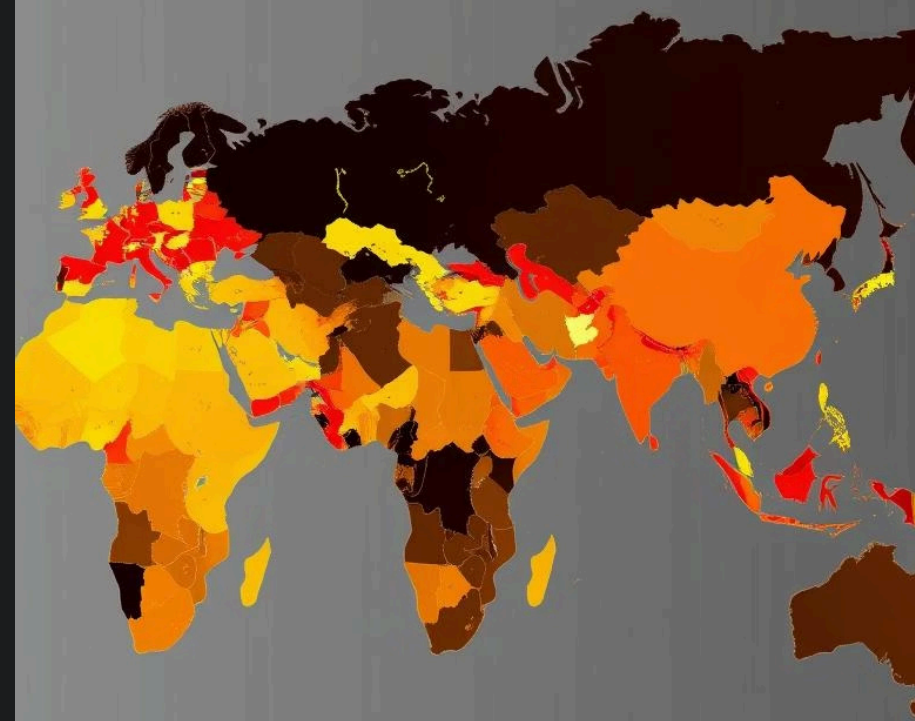
Multiple non-UK countries exhibit strong unit sales growth.

Emerging Markets

Asia and Eastern Europe represent expanding opportunities.

Expansion Priorities

Focus efforts on high-volume but underserved markets.



Expansion Recommendations

Top Revenue Countries

Launch localized campaigns and optimize logistics for ROI.

Volume Growth Markets

Implement pricing strategies and cross-sell products.

Underdeveloped Regions

Test pilot expansions in Q2-Q3 for growth validation.



Conclusion and Next Steps

1

Validated Clean Data

Ensured accuracy to inform executive-level decisions.

2

Growth Opportunities Identified

Seasonal trends, top customers, and expansion zones prioritized.

3

Action Plan

Launch market strategies, test promotions, and loyalty programs.

