Good Afternoon,

I am Anushka Sawant, and I'm here to present some information to you regarding your company. I appreciate you giving me the leading questions. Seeing the sorts of insights, you expect to derive from the data was useful. I believe you will find the analysis convincing and useful as you decide how to proceed with your next business prospects.

I want to start by assuring you that I tried my best and have given the most accurate analysis. I cleaned up any records with negative quantities and unit prices after loading the data into my software POWER BI desktop, since it was necessary to do so to give meaningful insights for better decision-making.

Question1 : Response

Regarding your first query, the CEO has asked for a revenue trend to determine whether retail sales are seasonal. According to the data, several months of the year have significant development. According to the statistics, the first eight months of sales from January to August were very stable, with an average of $660K(Apprx. Six hundred Sixty thousand US dollars) in revenue per month. The increase in revenue begins in September when it grows by approx 45% 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 four months of the year—affects retail store sales.

Question2 : Response

The top 10 countries with the most growth potential are represented in the second graph. 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 to increase revenue growth.

Question3 : Response

The top 10 consumers who have made the most purchases from the business have been the subject of the third study. According to the statistics, there are few differences between the top 10 consumer purchases. The fact that the highest revenue-producing consumer only spent 7% more than the second-highest demonstrates that the company does not rely solely on a small number of consumers to generate income. Top customers have sent nearly 70% more than the bottom-most 3 customers and nearly 50% more than mid-range customers. The company can offer some promotional offers for the bottom and mid-range customers to increase the revenue

Question4 : Response

The map chart concludes by comparing the places 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 by adopting new strategies.

**Conclusion**

Thanks for giving me an opportunity and I appreciate your time and patience. After you've had a chance to process this material, if you have any questions about the analysis or would want to see anything additional, I would be glad to create and present it for you.