

## Task - 4 Communicating Insights and Analysis

Good afternoon!

I'm Anushka delighted to share some insights with you regarding your company sales in 2011 and 2011. Your specific questions were helpful in guiding me towards the analysis that you expect to derive from the data. Before diving into the finding, I believe you that you will find the analysis useful and is accurate with updated data. I cleaned the raw dataset, handled the missing values, removed the negative quantities and corrected the data type before loading into the system which was important to find the accurate analysis.

You asked about monthly revenue for 2011 only. Based on the line chart, Revenue showed the significant peak in September month. The first eight months, January to August have showed stable revenue. In September, revenue grows up to 40% compared to previous month. There is insufficient data for the month December, no conclusions can be made. This comparison shows that last 4 months affect the overall retail store sales.

Regarding the Revenue for the top 10 countries that are generating the highest revenue, since United Kingdom has large demand, the data shows nations like Netherlands, Ireland, Germany generated revenue and product sales quite high. Based on current performance and growth, these countries present an opportunity to expand market investment and expansion.

For the third question, you have asked about higher revenue generating customers. According to the statistics, the highest revenue producing customer have spent only 17% more than the second highest indicating the sales is not relying on small number of customers. Overall, revenue is well distributed and is not concentrated among small number of customers which lowers the risk and provide scalable growth.

Finally for the regional demand, the map chart is comparing the highest revenue except for United Kingdom. Countries like Ireland, Netherland, Germany, France and Australia is generating large profits and provides the opportunity to invest more to boost sales. There is no market in Russia, Africa and Asia but majority of sales is occurring in the European region and few in American Region. Overall, the most revenue comes from Europe with early growth in selected other international regions.

Thank you for your time. If have any questions about the analysis or require further clarification, I would be happy to address them.