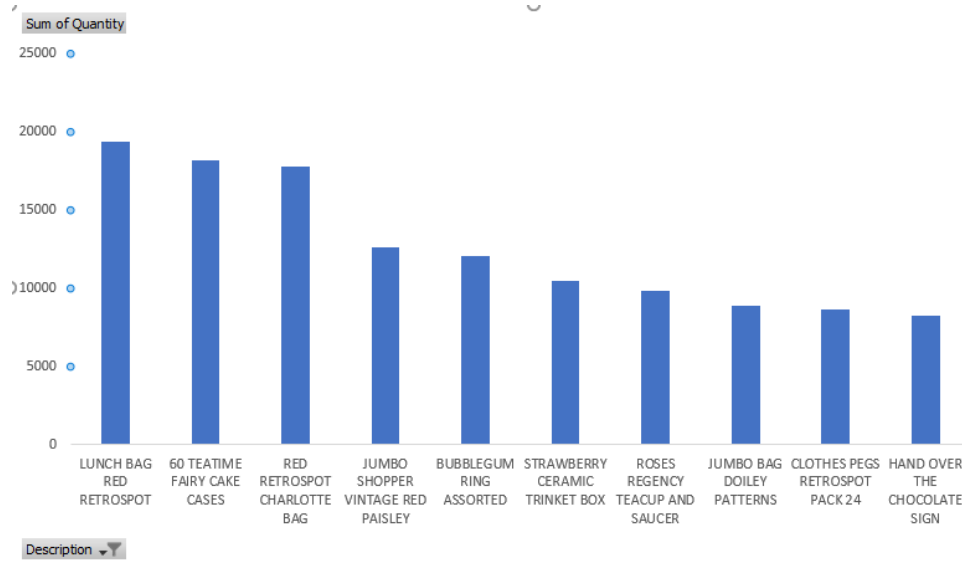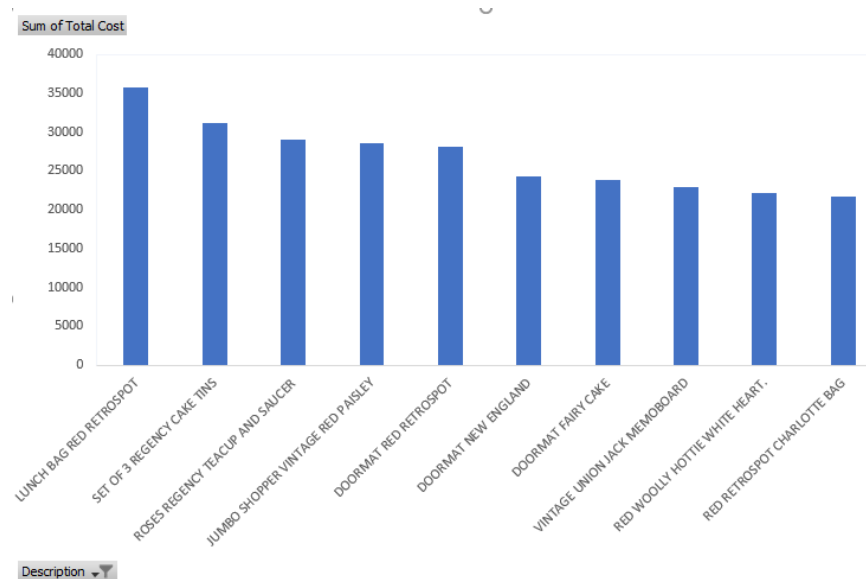Arjun Achuthan

What products sold the best in terms of Quantity and in terms of revenue generated?

Top 10 most sold: Customers are most interested in these Items
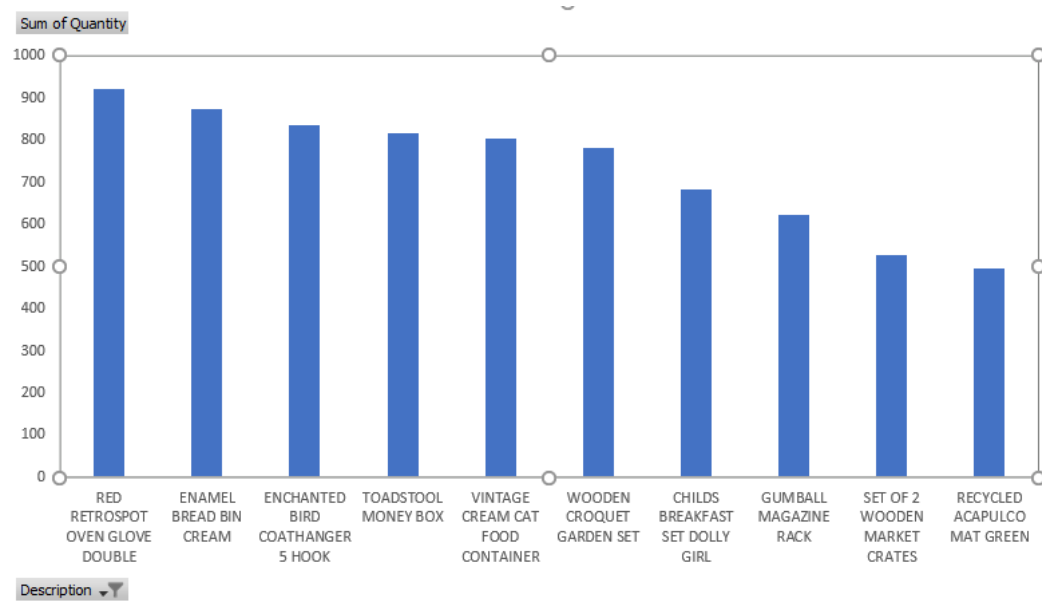

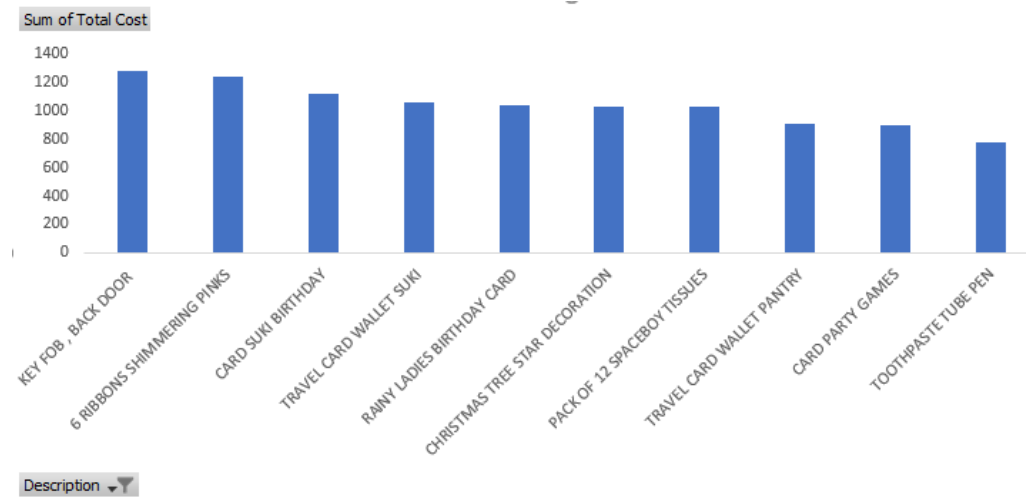Top 10 revenue generated: These items earned th emost revenue

It would be a good strategy to focus and analyse more on the above products, to maximize revenue.

Arjun Achuthan

What products sold the least and generated the least revenue?

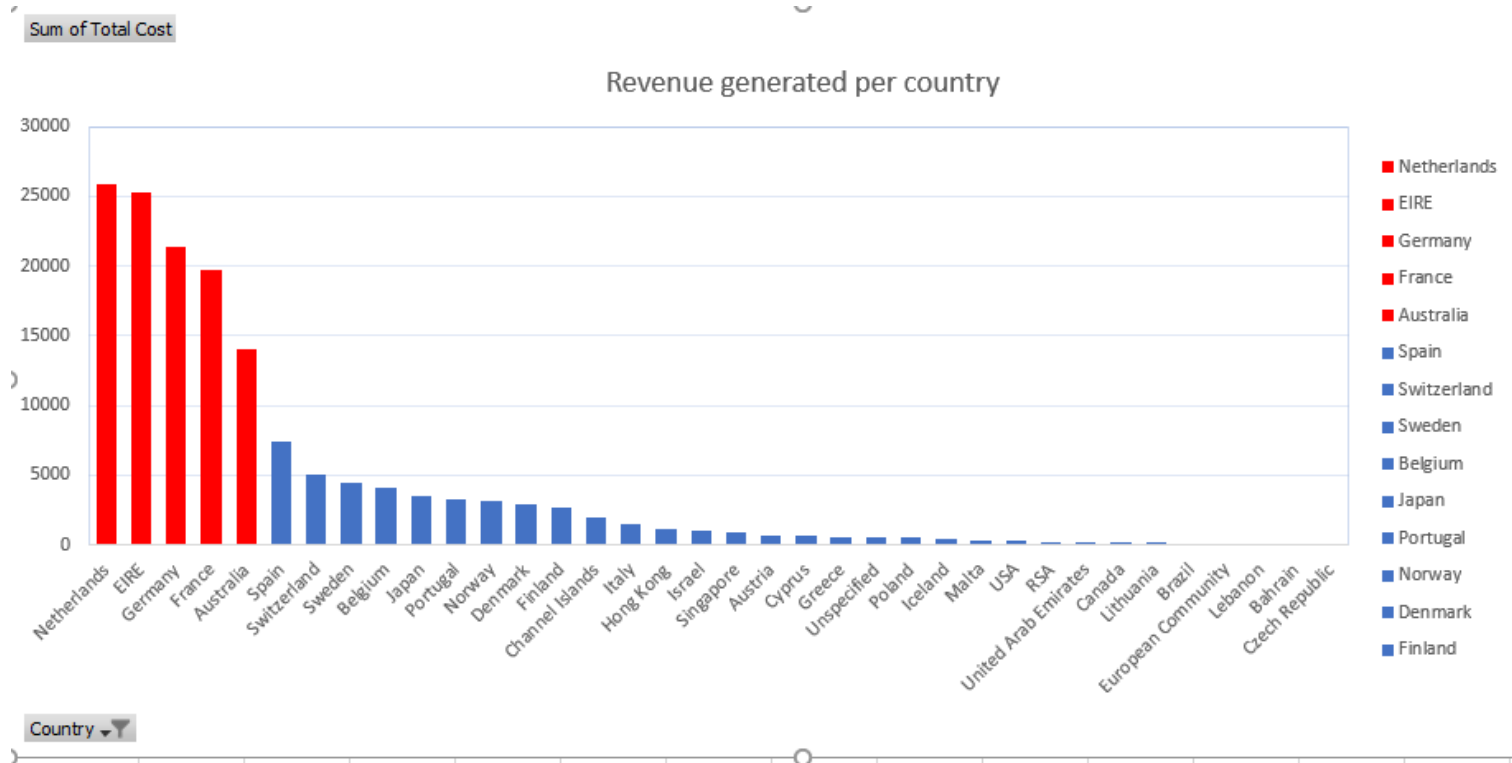Least 10 sold: Customers are least interested in these products.

Sum of Quantity

Description

Bottom 10 slaes: These items earned the least revenue

Sum of Total Cost

Description

Analyse the products that are least in demand and those that generate least revenue. Some products could be discontinued or analyse the reasons for the low demend.

Arjun Achuthan

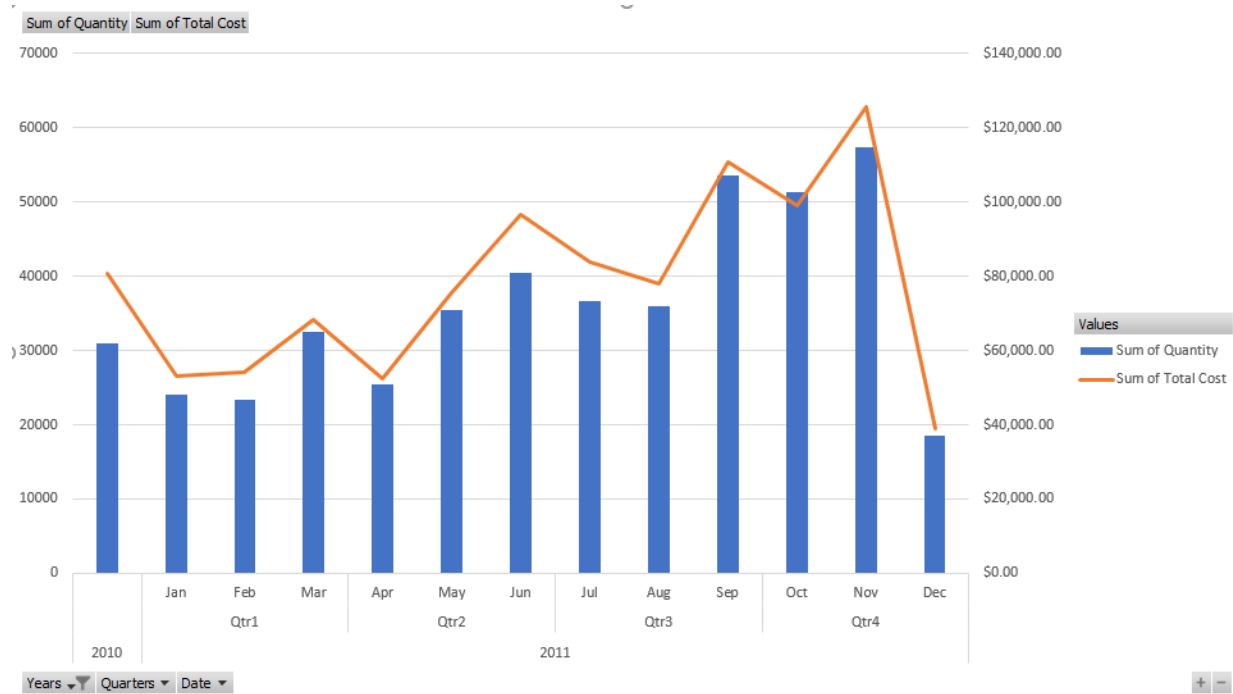## Conuntries other than UK where the most revenue was generated?

Most sales other than UK:

Apart from UK, countries like Netherlands, Eire, Germany, France and Australia seem to have good number of sales and revenue generated. It would be a good strategy to focus more on these countries.

Arjun Achuthan

Revenue and Quantity sold through the year?

Cost and Quantity:

- Quarter 4 saw the greatest number of sales in terms of quantity and revenue generated.
- There is no clear seasonality that can be observed, however there seems to be a dip in sales and revenue beginning of each quarter.
- There is a major dip in sales and revenue in December 2011 when compared to the same time in 2010. This could be a point of concern.