Hello, and thank you for giving me the opportunity to present this data-driven overview of our retail business performance. My name is Avinash Kumar, and I’ve worked through our transaction-level data to uncover strategic insights tailored specifically for both the CEO and the CMO.

Before diving into the analysis, I ensured that the data was thoroughly cleaned. I applied filters to remove:

* All rows where **Quantity** was less than 1 — these were identified as returns.
* Records where **UnitPrice** was less than 0, which likely represented entry errors.

After cleaning, I calculated **Revenue** as Quantity multiplied by Unit Price and moved forward with this validated dataset to build the following insights.

### 📈****Question 1 – CEO: Monthly Revenue Trend (2011)****

"The first question was from the CEO, who wanted to explore **revenue trends in 2011**, broken down **month-by-month**, in order to identify any **seasonality** and forecast for the next year.

Using a time-series line chart, I plotted the monthly revenue. We can clearly see **peaks in November and December**, which likely correlate with holiday shopping or year-end promotions. The lowest revenue appears in **January and July**, which might be associated with post-holiday slowdowns or summer seasonality.

These trends provide a valuable opportunity to optimize marketing campaigns, supply planning, and staffing around high-demand periods.

### 🌍****Question 2 – CMO: Top 10 Countries by Revenue (Excluding UK)****

The second question was from the CMO, who asked for the **top 10 countries by revenue**, while also wanting to compare the **quantity sold** — and specifically asked to **exclude the United Kingdom**.

I created a Table showing the top 10 countries ranked by revenue, with **quantity sold represented side-by-side**. This allows easy comparison between revenue contribution and sales volume.

For example, **Netherlands, Germany, and France** stand out as high-performing markets in both revenue and units sold. These countries could be ideal targets for geo-focused marketing campaigns, product bundles, or regional promotions.

### 👤****Question 3 – CMO: Top 10 Customers by Revenue****

The third question also came from the CMO, focusing on **customer-level performance**. Specifically, they wanted to see the **top 10 customers by revenue**, starting with the highest contributor.

I visualized this using a descending bar chart, placing the highest-value customer at the left and moving to the lowest. This not only highlights **key revenue drivers** but also supports **customer retention strategy** — by identifying VIP customers who may warrant special loyalty programs or targeted communication to retain their long-term value.

### 🌐****Question 4 – CEO: Product Demand by Country (Excluding UK)****

"The final question came from the CEO, who wanted to assess **demand by country**, again excluding the UK, to identify **expansion opportunities**. The goal was to have a **single, clear view** — no scrolling or hovering needed.

I created a full-view chart showing **quantity sold by country**, sorted by total units. Countries like **Germany, Netherlands, and France** again appear at the top, reinforcing earlier insights. This visualization makes it immediately clear where demand is highest — and can help guide decisions around **logistics expansion**, **localized operations**, or **international partnerships**.

### 🟩****Conclusion****

To summarize:

* We've identified clear **seasonal revenue trends** to support better forecasting,
* Highlighted **top countries and customers** for focused marketing,
* And pinpointed **geographic hotspots** with high product demand for possible expansion.