

#### **TASK-4: Communicating Insights and Analysis**

Good morning and thank you for joining this session. Today, I'll be presenting our revenue and demand analysis, which is designed to provide both the CEO and CMO with actionable insights for forecasting, customer targeting, and expansion planning. The raw retail data contained some inconsistencies and incorrect data types. We cleaned the dataset by handling null values, standardizing formats and adding required column. Missing values were excluded to preserve accuracy. Numerical fields were cast to the correct types for reliable aggregation, and negative values in unit price or quantity were filtered out to avoid distortions. This preparation ensured a clean, trustworthy foundation for the analysis.

We'll begin by looking at the monthly revenue trends for the year 2011. The time series analysis shows revenue fluctuating in the first half of the year, ranging between \$450K and \$680K. From September onward, there is a sharp upward trajectory, peaking in November at \$1.16M. However, the December data is insufficient, no conclusion can be made for December month. This last-quarter surge highlights strong demand during the holiday season, a critical insight for forecasting and planning promotions in future years. These seasonal cycles allow us to anticipate demand fluctuations and align inventory, staffing, and marketing strategies accordingly.

Next, we turn to the global market perspective for the CMO. The analysis of the Top 10 Revenue-Generating Countries, excluding the UK, provides a dual view of both revenue and quantity sold. The Netherlands leads with \$285.4K in revenue and 200.9K units sold, followed closely by EIRE and Germany. France and Australia also show strong performance, while Spain, Switzerland, Belgium, Sweden, and Japan round out the top ten. This comparison is important because it highlights not only where revenue is highest, but also where sales volume is driving growth. For example, the Netherlands combines both high revenue and high quantity, suggesting a balanced market, while countries like EIRE show strong revenue despite lower quantities, indicating higher value per unit. These insights guide us in tailoring strategies—premium positioning in high-value markets and scaling distribution in high-volume regions.

We then examine the Revenue by CustomerID, which provides even deeper insights into customer segmentation. Together, the top two customers contribute nearly one-fifth of the total revenue among the top accounts, showing a high dependency on a small number of clients. The purpose of this visualization is to make clear who our most valuable customers are. For the CMO, this is a crucial tool for customer relationship management. By identifying these key accounts, we can prioritize engagement, ensure satisfaction, and build loyalty programs that keep these customers invested in our products. Retaining high-value customers is often more cost-effective than acquiring new ones, so this analysis directly supports long-term profitability.

At the same time, it is equally important to look at the least-performing countries by sales and revenue. Markets such as Brazil, RSA, Czech Republic, Bahrain, and Saudi Arabia show significantly lower figures compared to our top performers. For instance, Brazil generates \$1,143.6 in revenue with 356 units sold, while Saudi Arabia lags with only \$145.9 in revenue and

80 units sold. These countries highlight areas where demand is weaker, and they provide valuable context for decision-making. In some cases, these markets may not justify further investment, while in others, targeted strategies could help unlock untapped potential. By comparing both the strongest and weakest regions, leadership can make balanced decisions about where to expand aggressively and where to consolidate resources.

Finally, we broaden the lens to examine global product demand by quantity sold, presented in a single-view visualization for the CEO. Larger circles on the map represent higher quantities sold, making it easy to identify demand hotspots at a glance. It highlights regions where demand is strongest, pointing us toward high-potential markets for future growth. The Netherlands leading at 200K units, followed by EIRE at 140K and Germany at 119K. France and Australia also show significant demand, while countries like Portugal and Norway are at the lower end. Western and Central Europe stand out, with countries like the Netherlands, Germany, France, and Belgium showing strong demand. This visualization highlights clear expansion opportunities in regions with high demand—particularly across Europe and Australia—where scaling operations could generate substantial growth. By targeting these high-potential regions, the company can strengthen its global footprint and maximize returns on expansion investments.

In summary, this presentation provides a holistic view of our performance: monthly revenue trends for forecasting, top countries for market prioritization, top customers for retention, and global demand for expansion. Together, these insights form a strategic roadmap that connects operational decisions with long-term growth opportunities. By acting on these findings, we can strengthen our market position, deepen customer relationships, and expand into regions with the greatest potential. Thank you.”