

Good Afternoon,

I'm Chaitanya Panicker. Thank you for the opportunity to analyse your business data — I've focused on the key insights requested by leadership and ensured the dataset was cleaned for accuracy before analysis.

1. Visual One:

The first eight months show consistent revenue (~\$685k/month). A sharp increase starts in September, peaking at \$1.5M in November, indicating strong seasonal trends in the last quarter.

2. Visual Two:

Excluding the UK, countries like the Netherlands, Ireland, Germany, and France show high sales volumes. These markets present strong growth opportunities and should be prioritized.

3. Visual Three:

The top 10 customers contribute relatively equally, with only a 17% gap between the highest and second-highest. This reflects a diversified customer base and low customer dependency risk.

4. Visual Four:

High-performing regions include the UK, Netherlands, Germany, and Australia. Expansion into underrepresented regions like Asia, Africa, and the Americas could drive future growth.

Thank you for giving me your precious time.