Good morning,

My name is Duong Nhat Thanh, and I'm thrilled to share some valuable insights about your business. I would like to express my gratitude for providing the guiding questions, as they have been instrumental in shaping the analysis. I believe the findings presented here will provide you with compelling and actionable information as you navigate future business opportunities.

To ensure the accuracy and relevance of the analysis, I diligently worked with the most up-to-date data and meticulously cleansed the dataset. All records with negative quantities and unit prices were removed, enabling us to focus on meaningful analysis.

Let's delve into your first question, which revolves around revenue trends and the presence of seasonality in store sales. The analysis reveals interesting patterns throughout the year. For the initial eight months, the revenue remains relatively stable, with an average of around $685,000. However, starting in September, a remarkable growth phase commences. The revenue surges by 40% compared to the previous month, continuing this upward trajectory until November when it reaches its peak at $1.5 million. Unfortunately, due to incomplete data, we cannot draw conclusions for the month of December. Nevertheless, this analysis clearly demonstrates that your retail store sales are influenced by seasonality, predominantly during the last four months of the year.

Moving on to the second visual, it provides insights into the performance of the top 10 countries with growth potential. While the UK is excluded from this analysis, as it already exhibits high demand, our focus lies on countries where demand can be further cultivated. The data reveals that countries such as the Netherlands, Ireland, Germany, and France demonstrate substantial volumes of units purchased and revenue generated. I would highly recommend intensifying efforts in these countries to capture the market's full potential.

Next, let's explore the analysis conducted on the top 10 customers who have made the most purchases from your store. Interestingly, there is minimal variance between the purchases made by these customers. The highest revenue-generating customer only surpasses the second-highest by a mere 17%, indicating that your business is not overly reliant on a small group of customers to drive revenue. This suggests that the bargaining power of customers is relatively low, positioning your business favorably in the market.

Lastly, the map chart provides a visual representation of the regions that contribute the most revenue compared to those with lower performance. Apart from the UK, countries such as the Netherlands, Ireland, Germany, France, and Australia stand out as significant revenue generators. I would recommend allocating additional resources and investments in these areas to further stimulate demand for your products. Additionally, the map highlights that the majority of sales are concentrated in the European region, with minimal presence in the American region. Furthermore, Africa, Asia, and Russia currently show little to no demand for your products. Developing a new strategy specifically targeting these areas has the potential to boost sales revenues and overall profitability.

Thank you for taking the time to review this analysis. If you have any further questions or would like additional information after thoroughly digesting this report, please do not hesitate to reach out. I am more than happy to provide further insights tailored to your specific needs.