**📊 Key Insights from Online Retail Sales Analysis**

**1️) Sales by Country**

* The majority of sales come from a few key countries, with **high revenue concentration in European and North American markets**.
* Countries like **Netherlands, EIRE (Ireland), Germany, and France** contribute significantly to the overall revenue.
* Emerging markets like **Brazil and Australia** show potential for expansion.

**2️) Revenue by Customer ID**

* A small percentage of customers contribute to a **large portion of total revenue**.
* Top customers generate up to **0.3M in revenue**, suggesting high-value repeat buyers.
* Implementing **loyalty programs** for these customers could drive further revenue growth.

**3️) Revenue by Month**

* The **holiday season (November-December)** sees a major spike in revenue, reaching up to **1.46M** in December.
* **Slow months include February and March**, indicating potential marketing opportunities to boost sales.
* A steady increase from **August to October** suggests pre-holiday shopping trends.

**4️) Quantity vs. Revenue by Country**

* Some countries have a **higher number of orders but lower revenue**, indicating lower average order value (AOV).
* **Germany and France have balanced sales quantity and revenue**, making them stable markets.
* **EIRE (Ireland) shows high revenue despite moderate quantity**, suggesting premium product purchases.