**L1F22MBAM0060 HADIA**

**Q1 - Clustered Column Chart:**

The United States of America has the highest sales among the countries.

The trend in the clustered column chart is downward, indicating that sales vary in each country.

**Insights:**

* The downward trend could suggest that sales are decreasing over time or across different segments within each country.
* Further analysis is needed to understand the factors contributing to the downward trend, such as economic conditions, competition, or changes in consumer behavior.

**Q2 - Pie Chart:**

Paseo has the highest percentage with 28.4%, while Carretela has the minimum at 10.81%.

**Insights:**

* Paseo is the dominant product, contributing significantly to the overall distribution.
* Carretela, with the lowest percentage, might be a niche product or might need targeted marketing to boost its sales.

**Q3 - Histogram:**

The histogram is positively skewed and has a frequency range of 285.

**Insights:**

* Positive skewness indicates that the data is concentrated on the left side with a longer tail on the right.
* A frequency range of 285 suggests variability in the dataset, with certain values occurring more frequently.

**Q4 - Maximum Sales in France:**

France has the highest sales of 24,354,172.28.

**Insights:**

* Identifying countries with maximum sales is crucial for strategic planning and resource allocation.
* It contributes to France's high sales can provide insights for replicating successful strategies in other countries.
* There is a need for product segmentation within different countries based on the dataset.
* Understanding the seasonality of sales and profits in different countries can help in optimizing marketing and production strategies.
* Analyzing the dispersion of the dataset can provide insights into the variability of sales and help identify outliers or patterns.

**Recommendations:**

* Conduct a detailed analysis of the factors contributing to the downward trend in sales.
* Explore opportunities to enhance the marketing and visibility of products with lower percentages in the pie chart.
* Investigate the causes of positive skewness in the histogram and assess its impact on decision-making.
* Replicate successful strategies from high-sales countries like France to boost sales in other regions.