Based on the understanding of the dataset and visualization I came up with few suggestions that might further improve the company’s revenue, they are :

* South East Asia Region needs more attention for improving Customer base
* This in turn affects the revenue and profit of the organization
* USA is having the highest market place and Germany is the 2nd highest market place whereas, there is a large gap between them
* People are more interested in Classic Cars and Vintage Cars
* So, try to introduce new classic cars and gather Vintage cars for improving the oragnization’s performance
* Eventhough, the company is having customer base in more than 10 countries the profit it generates is just 3.83M out of which USA alone is providing 1.31M
* Make USA the most prioritized country as it is giving 34.38% of total sales

**Insights**:

* Highest Profit Year – 2004 (1.81M)
* Highest Sales Year – 2004 (4.52M)
* Highest Profit In month – 2004 November (392.37K)
* Highest Sales inn month – 2003 November (988K)
* Profit making Product – 1992 Ferrari 360 Spider Red
* Leading Country By Sales and Profit – USA, France, Spain
* Highest Profit by product Line – Classic Cars

📊 Based on the understanding of the dataset and visualization, I came up with a few suggestions that might further improve the company’s revenue:

1. 🌏 \*\*South East Asia Focus:\*\* Southeast Asia needs more attention for improving customer base, leading to enhanced revenue and profit for the organization.

2. 🌐 \*\*Global Market Analysis:\*\* USA dominates as the highest market, with Germany in the 2nd position. There is a significant gap between them.

3. 🚗 \*\*Product Strategy:\*\* Classic Cars and Vintage Cars are highly popular. Consider introducing new classic cars and gathering Vintage cars to boost the organization’s performance.

4. 💰 \*\*Profit Distribution:\*\* Despite a customer base in more than 10 countries, the overall profit is 3.83M, with the USA contributing 1.31M (34.38% of total sales). Prioritize efforts in the USA for maximum impact.

\*\*Insights:\*\*

- 📅 \*\*Highest Profit Year:\*\* 2004 (1.81M)

- 💲 \*\*Highest Sales Year:\*\* 2004 (4.52M)

- 📅 \*\*Highest Profit in Month:\*\* 2004 November (392.37K)

- 💲 \*\*Highest Sales in Month:\*\* 2003 November (988K)

- 🏎️ \*\*Profitable Product:\*\* 1992 Ferrari 360 Spider Red

- 🌐 \*\*Leading Countries:\*\* USA, France, Spain (by Sales and Profit)

- 🚗 \*\*Highest Profit by Product Line:\*\* Classic Cars