**INTRODUCTION**

Good morning everyone, thank you for the opportunity to present my findings. Over the past few tasks, I have been analysing the retail data based on the four key questions you raised. I'll take you through my process, from cleaning the data to generating the insights that address your queries. Let's start by looking at the revenue trends, country performance, top customers, and demand distribution.

**QUESTION-1**

To answer your first question regarding the revenue trends for 2011, I conducted a time series analysis of monthly revenue data. The graph here shows the monthly revenue over the entire year, which reveals some clear seasonal trends.

* Revenue spikes during the holiday season, especially in October and November, as expected, due to high consumer spending.
* There was a noticeable dip in revenue during the summer months, which could indicate a decrease in consumer demand during this period.

**Actionable Insight: These patterns suggest that we can expect a similar spike in the next holiday season. This insight can be used to prepare inventory and marketing strategies for next year.**

**QUESTION-2**

Moving on to your second question, I analysed the top 10 countries that generated the highest revenue, excluding the United Kingdom, as requested. Here’s what the data reveals:

* Countries like Netherlands, Ireland and Germany ranked at the top in terms of revenue.
* Netherlands not only led in revenue but also showed the highest quantity of products sold, indicating a strong and consistent demand.
* The top 5 countries which include Netherlands, Ireland, Germany, France and Australia have a net revenue of over 200K dollars

**Actionable Insight: These markets are critical for the business. To capitalize further, I recommend doubling down on customer engagement in these regions by offering region-specific promotions.**

**QUESTION-3**

For your third question regarding top revenue-generating customers, I compiled a visual showing the top 10 customers, ranked in descending order of revenue.

* Our top customer generated approximately 280K dollars of revenue, followed by a gradual decline through the other nine customers.
* The top three customers account for a significant portion of revenue, i.e over 200K dollars, suggesting we should focus retention strategies on these high-value customers to ensure their continued satisfaction and loyalty.

**Actionable Insight: Personalized communication and exclusive offers to these top customers will help retain them and even encourage upselling.**

**QUESTION-4**

Finally, to address your question about identifying regions with the greatest demand, I created a comprehensive view of product demand across all countries, excluding the UK. This heatmap highlights regions with the highest demand based on total quantity sold.

* The American Countries show the strongest demand for our products.
* Countries in Europe and parts of Australia also show promising demand levels, which could be considered for future expansion.

**Actionable Insight: These regions present significant growth potential. A targeted expansion strategy focusing on marketing and logistics in these high-demand areas could help increase our market share.**

**To conclude:**

1. Revenue trends suggest a predictable seasonal spike during the holiday season, which can be leveraged for next year’s planning.
2. Netherlands, Ireland and Germany are top-performing countries in both revenue and demand, making them strategic targets for further investment.
3. Our top 10 customers drive a significant portion of revenue, and personalized engagement will ensure continued satisfaction and retention.
4. Several regions outside of the UK show high product demand, which presents great opportunities for market expansion.