Good Afternoon,

I'm Kiran Kakade, and I'm excited to share some information with you about your company. I appreciate you asking me the important questions. Understanding the kind of insights you hope to gain from the data was helpful. I truly believe you will find the analysis compelling and valuable as you determine how to move forward with your next business opportunities..

1st

In response to your first inquiry, the CEO has requested an analysis of the revenue trend to determine if retail sales are seasonal. Based on the data, it is evident that there are several months of the year that show significant growth. The statistics reveal that the first eight months, from January to August, consistently generated an average monthly revenue of $685,000. The pattern of stable sales is then interrupted in September, with a 40% increase compared to the previous month. This upward trend continues until November when revenue reaches its peak at $1.5 million. Unfortunately, due to insufficient data for December, no conclusions can be drawn about that month. This analysis illustrates how seasonality impacts retail store sales, particularly in the last four months of the year.

2nd

The second graph represents the top 10 countries with the most potential for growth. Since the UK already has a large demand and I understand that you are more interested in nations where demand may be boosted, the UK is not included in these statistics. According to the data, sales of units and income are quite high in nations like the Netherlands, Ireland, Germany, and France. To ensure that steps are taken to further capture these markets, I would suggest focusing on these nations.

3rd

The third study focused on the top 10 consumers who made the most purchases from the business. The statistics revealed that there are minimal differences between the purchases of these top 10 consumers. The highest revenue-producing consumer only spent 17% more than the second highest, indicating that the company's income is not reliant on just a few consumers. This suggests that consumers have limited negotiating power and reflects positively on the state of the business.

4th

The map chart indicates that the highest revenue-generating countries, aside from the UK, are the Netherlands, Ireland, Germany, France, and Australia. Based on this, it is recommended that the company should consider investing more in these nations to stimulate product demand. The map also shows that the majority of sales come from the European market, with only a small number in the American region. There is currently no market for the items in Africa or Asia, and it is suggested that sales revenues and profitability could be increased with a new strategy focused on these areas.

I greatly appreciate your time. Once you have had the opportunity to review this material, if you have any questions about the analysis or would like to see any additional information, I would be happy to provide it..

Thank You