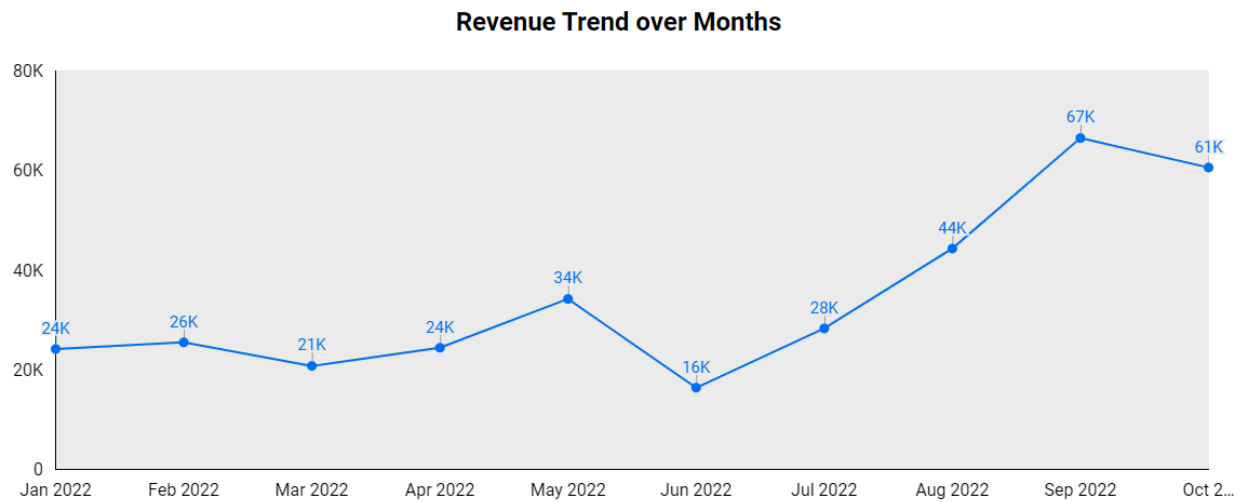


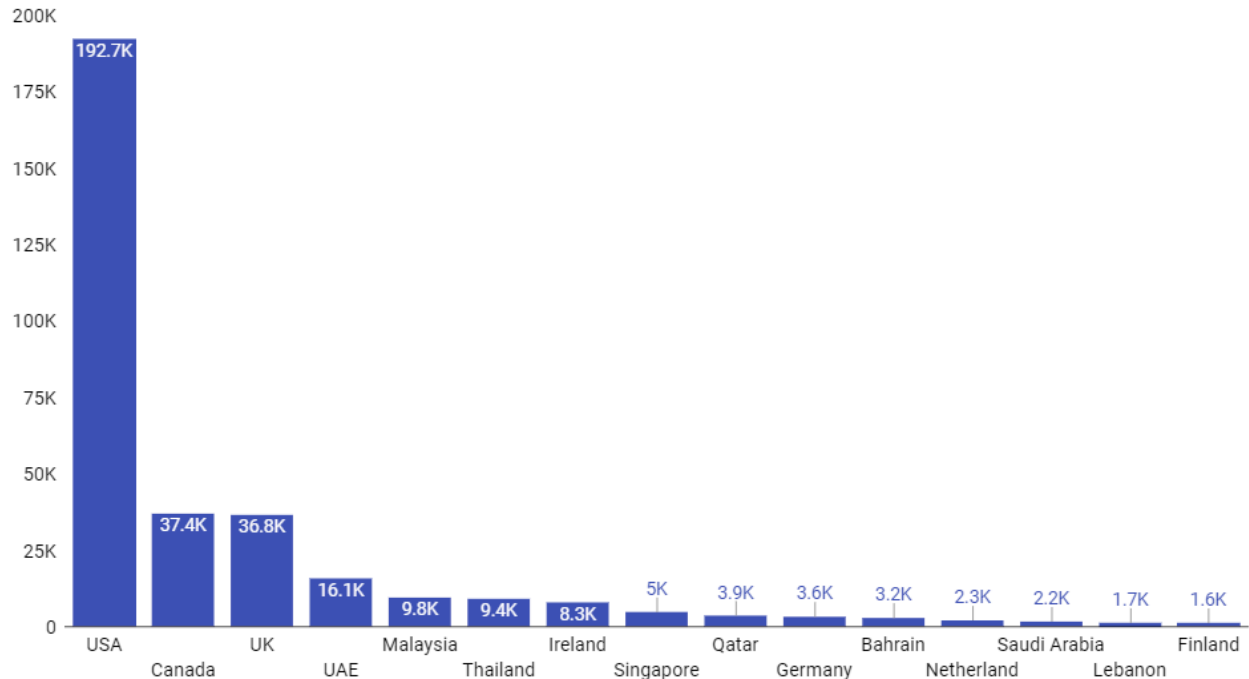
1. Revenue Trend Analysis:



In 2022, The revenue showed an overall upward trend from January to October, starting at \$24K in January and peaking at \$67K in September before slightly dropping to \$61K in October. The lowest point occurs in June 2022, when revenue drops to \$16K. From January to June, it fluctuated. After the low in June, the revenue showed a strong recovery and growth, increasing steadily from July 2022 (\$28K) to September 2022 (\$67K). Post-September, there was a slight decline in October 2022 (\$61K), but the revenue remained significantly higher compared to the start of the year.

2. Geographical Performance:

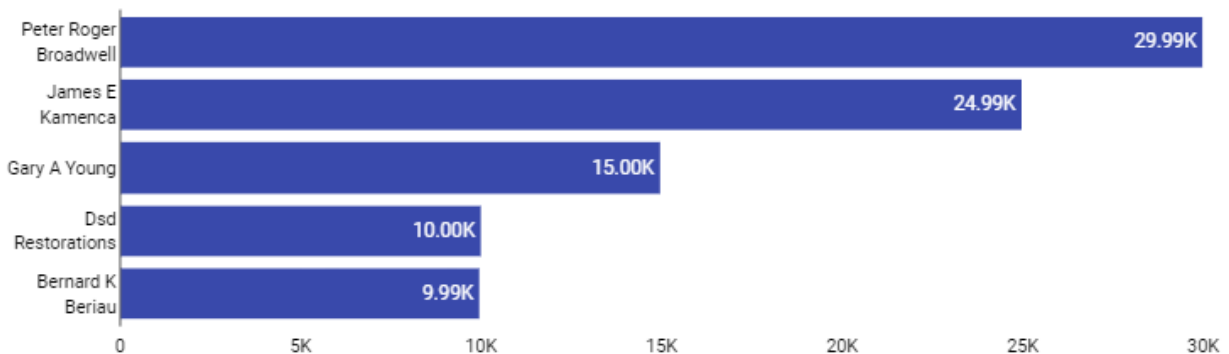
Revenue V/S Country



The USA is the dominant market, generating the highest revenue at \$192.7K. This is significantly higher than any other country, indicating a strong presence and customer base in the USA. After the USA, the next highest revenue contributors are Canada (\$37.4K) and the UK (\$36.8K). These countries also have a substantial revenue gap compared to the USA but are significantly ahead of the other countries listed. The UAE generates \$16.1K, followed by Malaysia (\$9.8K), Thailand (\$9.4K), and Ireland (\$8.3K). These countries form a middle tier. Countries like Singapore (\$5K), Qatar (\$3.9K), Germany (\$3.6K), Bahrain (\$3.2K), and the Netherlands (\$2.3K) generate lower revenues. Saudi Arabia (\$2.2K), Lebanon (\$1.7K), and Finland (\$1.6K) are the smallest contributors to revenue among the countries listed. The USA, Canada, and the UK should remain the primary focus areas. Exploring the reasons behind the lower revenues in countries like Singapore, Qatar, and Germany could uncover opportunities.

3. Top Clients and Services:

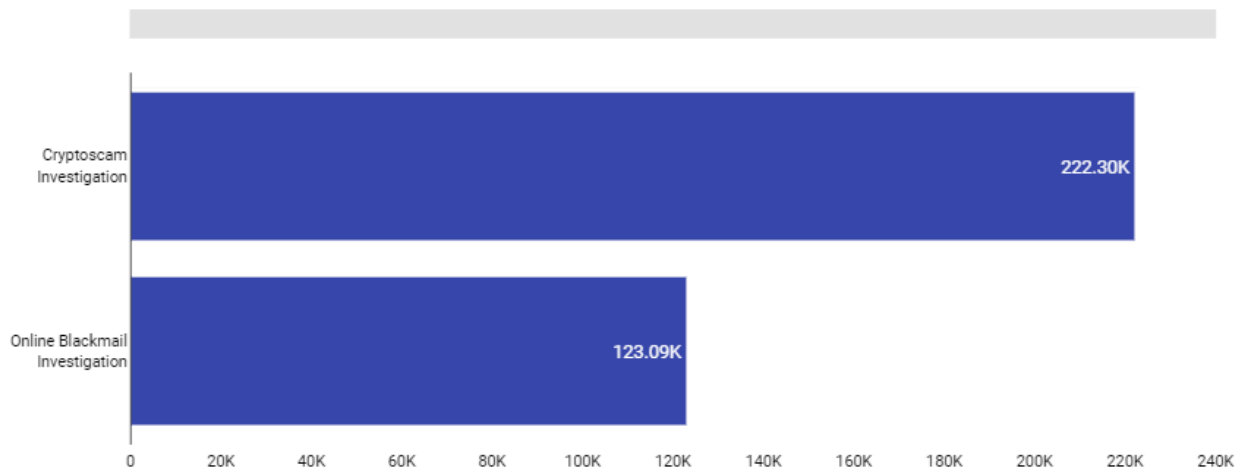
Top 5 Clients by Spending

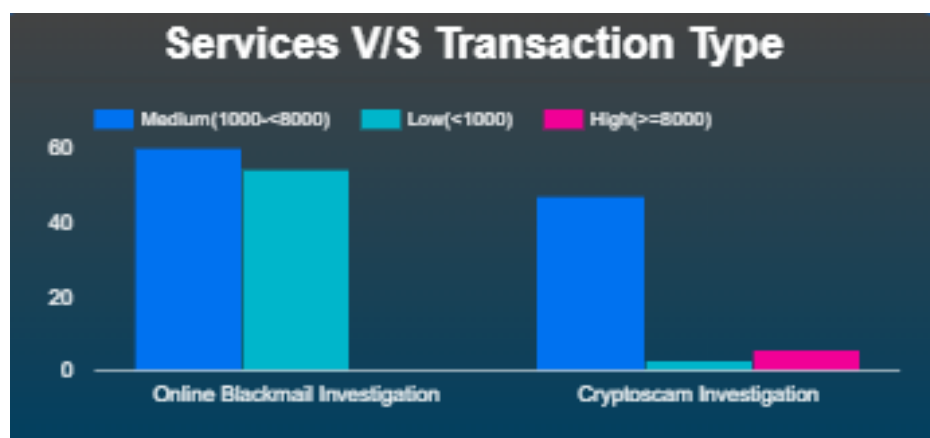


Peter Roger Broadwell is the number 1 client in total spending, followed by James E Kamenca. Gary A Young spends \$15.00K, considerably lower than the top two clients but still notable. This client forms a middle tier in terms of spending. Dsd Restorations and Bernard K Beriau are the fourth and fifth highest spenders, with \$10.00K and \$9.99K, respectively. Their spending is relatively close to each other but much lower than the top three clients. Peter Roger Broadwell and James E Kamenca should be given special attention to maintain and increase spending. For clients like Gary A Young, targeted upselling and cross-selling strategies could help increase their spending. Dsd Restorations and Bernard K Beriau represent growth opportunities. Analyzing their purchasing behavior and preferences can provide insights into how to increase their spending.

4. Services with high transactions:

Services with Transactions



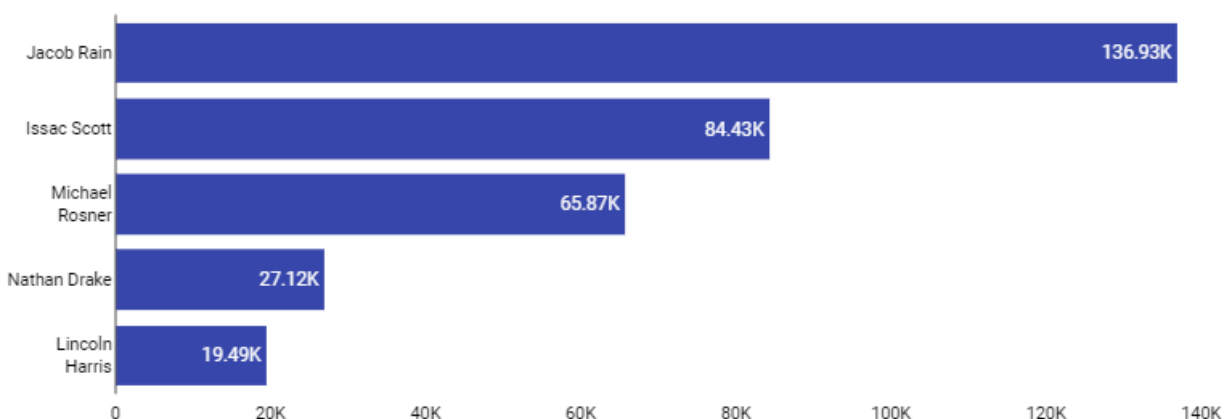


From the graph, the “Cryptoscam Investigation” service is the most commonly associated with high-value transactions. Online Blackmail Investigation contains only medium- and low-level transactions (less than 8000), with no high transactions. On the other hand, Cryptoscam Investigation involves high, medium, and low, though the middle range transaction is very common in this service. So, Cryptoscam Investigation generates a large amount of transactions.

5. Sales Representative Analysis:

The top-performing sales representatives in terms of revenue generation

Top 5 Sales Representatives by Revenue Generation



Jacob Rain is the top-performing sales representative, generating \$136.93K in revenue. His performance is significantly higher than that of the other representatives. Issac Scott is the second-highest performer with \$84.43K in revenue, followed by Michael Rosner with \$65.87K. Both representatives are performing well above the remaining two. Nathan Drake, with \$27.12K, and Lincoln Harris, with \$19.49K, are the lower performers among the top five. Encouraging top performers like Jacob Rain to share their best practices and successful strategies with other team members can help elevate the sales team's overall performance.

6. Payment Patterns:
Examine the payment patterns over time.


















Despite some fluctuations, the payment trend generally showed an upward trajectory from January 2022 to October 2022. The payments started at a low point in January and peaked in July before experiencing a slight decline and stabilizing towards October. Understanding what caused the sharp increase in payments from April to July can provide valuable insights. It could be due to successful marketing campaigns, product launches, or favorable market conditions. Analyzing the reasons for the decline post-July can help mitigate similar future drops. This could involve examining market dynamics, customer behavior changes, or internal operational issues.

7. Service and Form Relationships:
Investigate the relationship between different services and the associated form names. Are there specific forms commonly used for particular services?

	Form Name	Service Name	Record Count
1.	Online Blackmailing UK	Online Blackmail Investigation	30
2.	Crypto Scam US	Cryptoscam Investigation	28
3.	Online Blackmail EU	Online Blackmail Investigation	24
4.	Online Blackmail Asia	Online Blackmail Investigation	13
5.	Online Blackmailing US	Online Blackmail Investigation	13
6.	Cryptoscam Canada	Cryptoscam Investigation	6
7.	Online Blackmail Canada	Online Blackmail Investigation	5
8.	Live Call	Cryptoscam Investigation	4
9.	Cryptoscam Middle East	Cryptoscam Investigation	4
10.	Techforing Find Us	Cryptoscam Investigation	3
11.	Online Blackmailing Canada	Online Blackmail Investigation	3
12.	Live Chat	Online Blackmail Investigation	3
13.	Crypto Scam Canada	Cryptoscam Investigation	2
14.	Online Blackmail Hotline	Online Blackmail Investigation	2

Relationship between services and the Associated Form Names

Form Name 2	Service Name	Record Count ▾
Online Blackmail	Online Blackmail Investigation	52 
Online Blackmailing	Online Blackmail Investigation	50 
Crypto Scam	Cryptoscam Investigation	36 
Cryptoscam	Cryptoscam Investigation	10 
Live Call	Cryptoscam Investigation	4 
Techforing Find Us	Cryptoscam Investigation	3 
Live Chat	Online Blackmail Investigation	3 
Online Blachmail Live chat, UK	Online Blackmail Investigation	2 
Hotline	Online Blackmail Investigation	2 
Live Chat (Onlin	Online Blackmail Investigation	2 
Live Call	Online Blackmail Investigation	1 
Online Blachmail Live chat, EU	Online Blackmail Investigation	1 
Live Chat	Cryptoscam Investigation	1 
Online blackmail Canada	Online Blackmail Investigation	1 
Live Chat C	Cryptoscam Investigation	1 

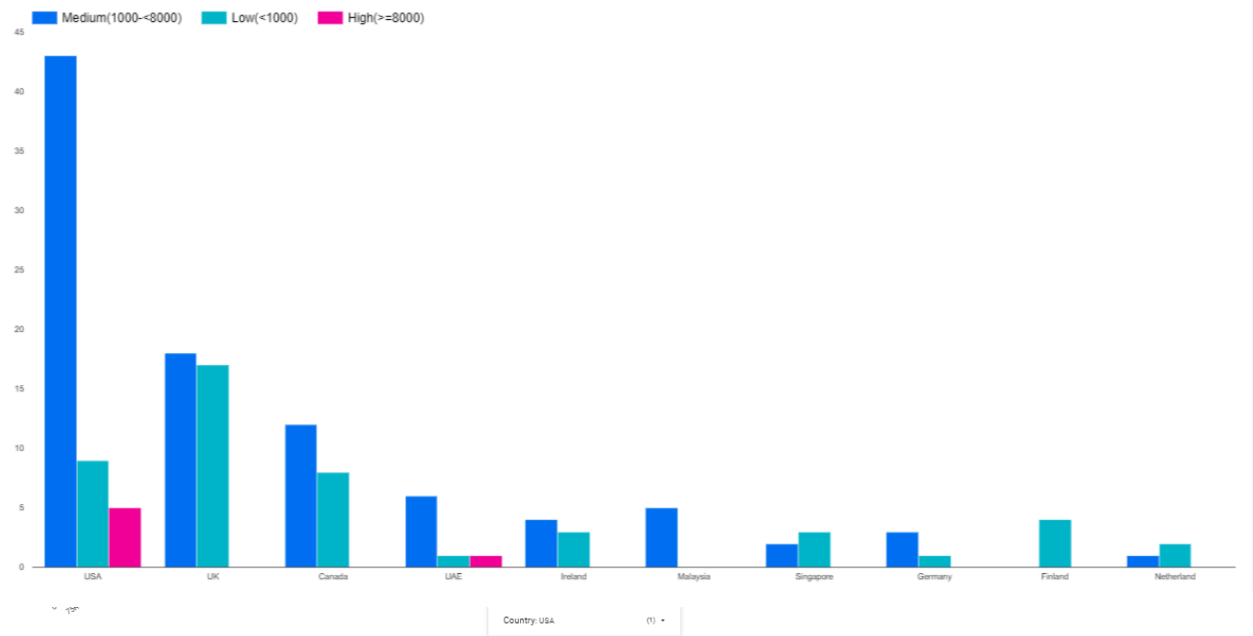
For the “Online Blackmail Investigation” service, the “Online Blackmail” (52 times) and “Online Blackmailing” (50 times) form names were commonly used with their respective country names. For the “Cryptoscam Investigation” the “Crypto Scam” (36 times) and “Cryptoscam” (10 times) form names were commonly used with their respective country names.

8. Correlation between Amount and Service/Country:

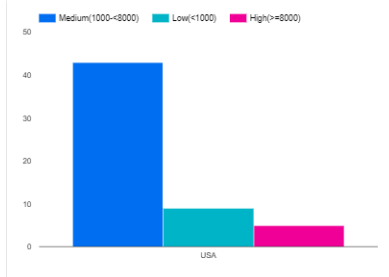
Is there a correlation between the transaction amount and the type of service or country? How does the average transaction amount vary across different services and countries?

Countries:

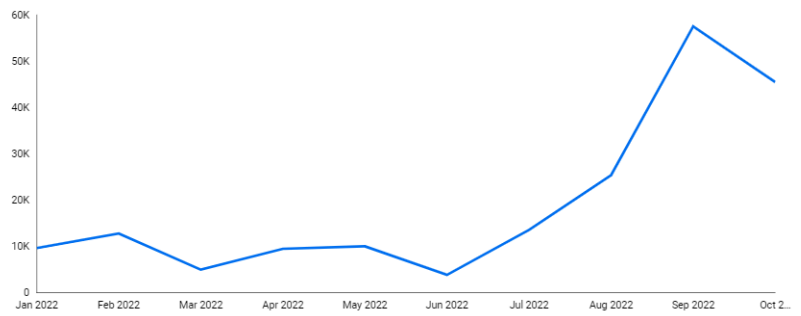
Relation between Country and Transaction Amount Type

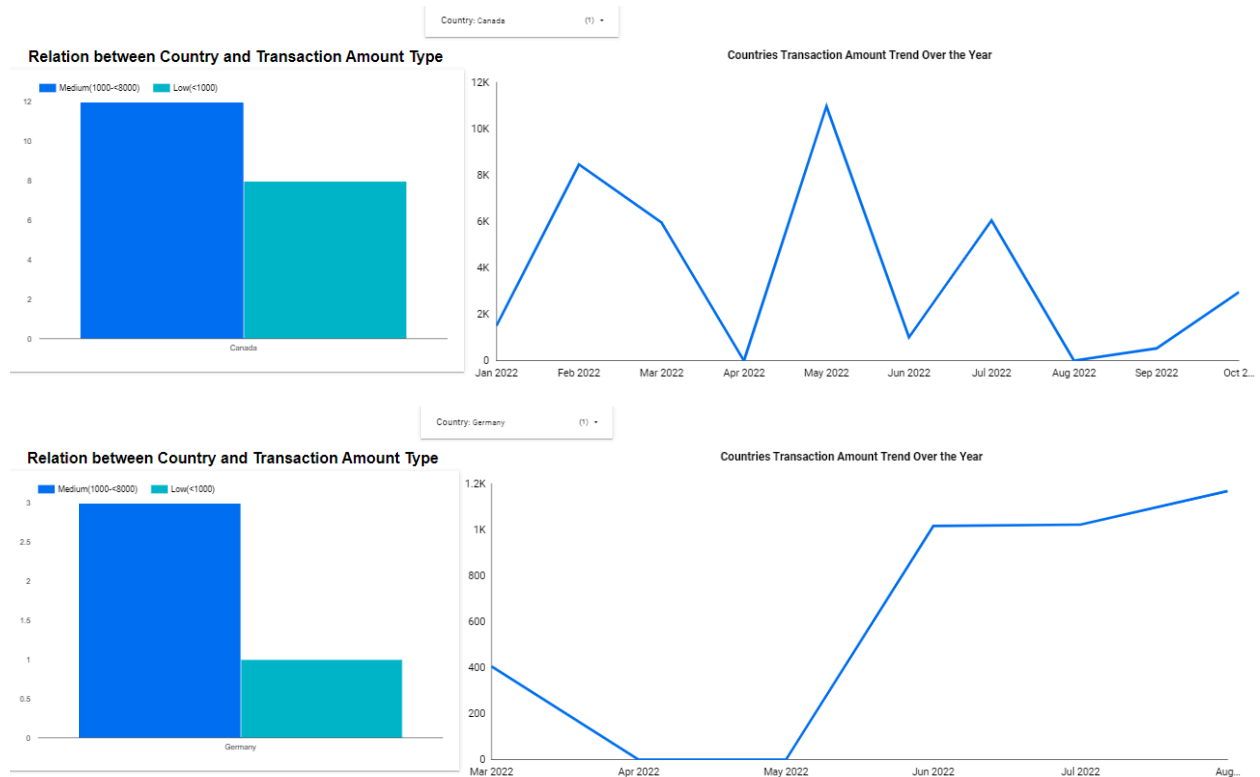


Relation between Country and Transaction Amou...

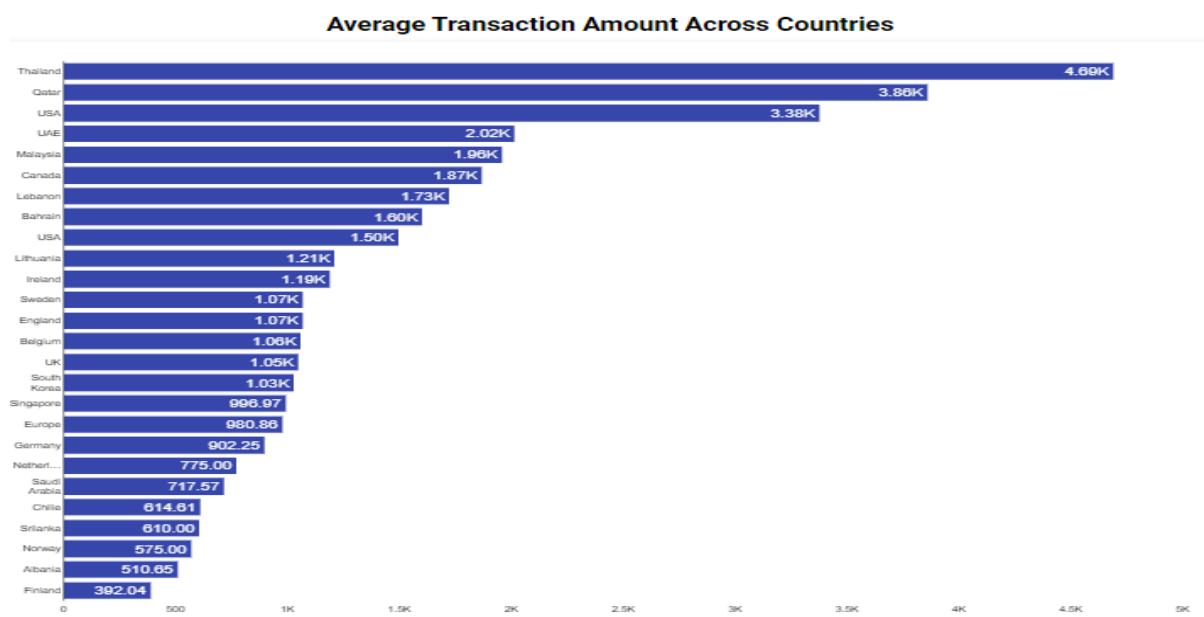


Countries Transaction Amount Trend Over the Year



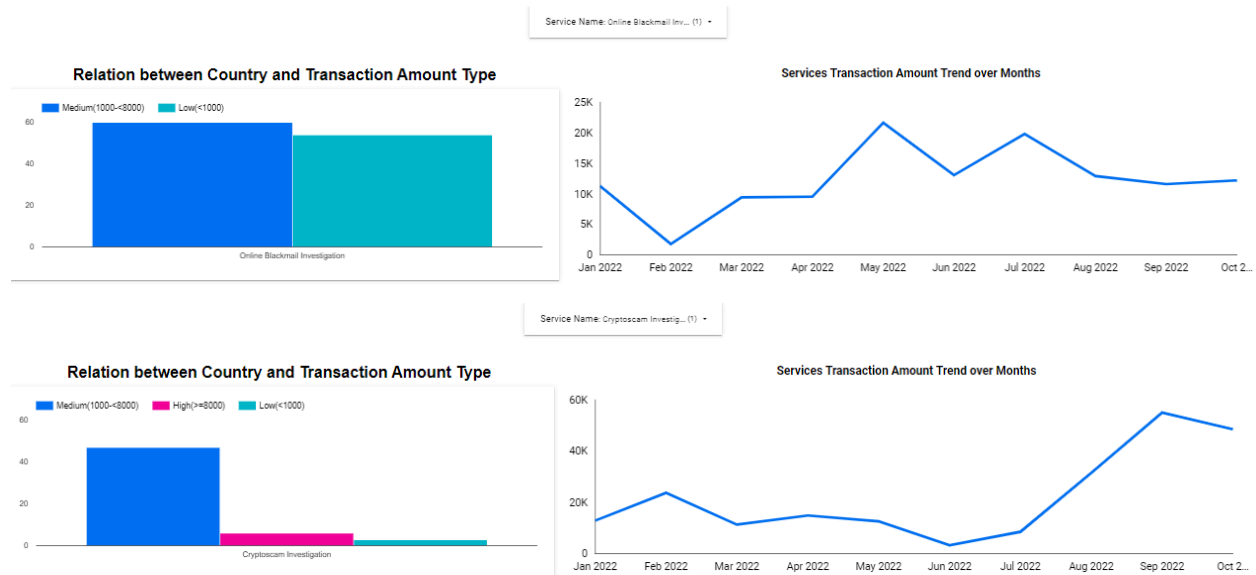


Only the USA and UAE do some high transactions with high medium-range amounts. However, other countries like Canada, the UK, and Germany only did medium and low transactions. For example, the USA's transactions over the year 2022 followed an upward trend. For Canada, it fluctuated a lot. Targeted marketing and sales efforts could help increase the amount of transactions in these middle-tier regions.

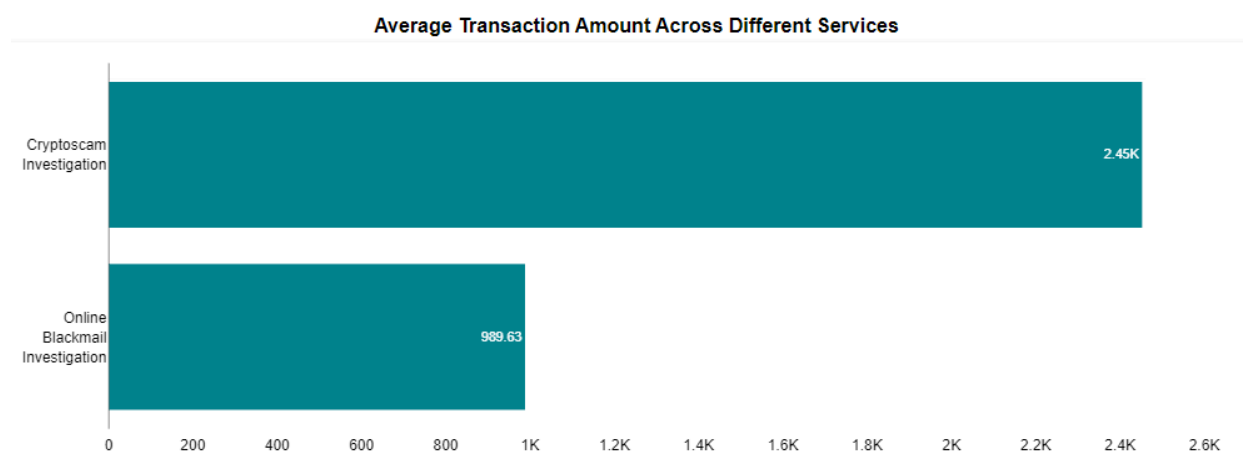


Regarding average transaction amount across countries, Thailand had the highest average transaction amount, followed by Qatar (2nd) and then the USA (3rd). But the USA was the highest in terms of total transactions. This means the USA's transaction amount had a high variance.

Services:



Cryptoscam Investigation service's transactions amount decrease till June 2022. After that, it experienced a steady increase and was highest in September, though past-September experienced a little fall but still higher than Jan-Jul. Online blackmail Investigation transactions were high in May, and after that, they fluctuated a lot but followed a decreasing trend. For Online Blackmail, The medium and low types were almost the same, meaning the transaction amount variance was low. However, for Cryptoscam investigation, the variance between medium and high was very high. So, both can increase the high type transactions.



9. Service Diversity by Client:

Analyze the diversity of services used by each client. Are there clients who consistently utilize a broad range of services?

Clients & their Used Services		
Client Name	Online Blackmail Investigation	Cryptoscam Investigation
Albin Asllani	4	
Robert Edgar	4	
Olufunke Ganiyu	4	
Marco Leotta		3
Hisham Saadat	3	
Mobin Ahmed		2
Bernard K Beriau		2
Prezelj Marko		2
Peter Roger Broadwell		2
James E Kamenca		2
Ezrrie Rafizi Ab. Ghafar	2	
Kosar L	2	
Zahraa Shehabi	2	

For Client Albin Asllani, Robert Edgar and Olufunke Ganiyu used only Online Blackmail Investigation 4 times. Marco Leotta used only Cryptoscam 3 times. Hisham Saadat used Online Blackmail 3 times. It seems that the clients used only one type of service.