Good Afternoon Respected Sir/Madam,

My name is Neeraj Appari, and I would like to tell you a little bit about your business. I appreciate you giving the questions to guide us. Seeing the kinds of insights you hope to obtain from the data was useful. When you consider potential business opportunities in the future, I hope you will find the analysis to be insightful and useful. Firstly, I would want to reassure you that the analysis I have provided is the most current and error-free. I cleaned any records with negative quantities and unit prices after I put the data into my software since these records had to be eliminated in order to provide a useful study.

1) With reference to the first question, the CEO has requested a revenue trend in order to ascertain whether retail sales are seasonal. The data indicates that there are a few months throughout the year with notable development. The figures show that sales for the first eight months, from January to August, were quite consistent, bringing in an average of $685K (six hundred eighty-five thousand US dollars) per month. Revenue starts to rise in September, rising by 40% over the previous month. This pattern continued until November, when it reached the highest amount of the year—1.5 million US dollars. Unfortunately, no conclusions can be drawn from the December data because it is insufficient. This study shows how retail store sales are impacted by seasonality, which typically occurs in the final four months of the year.

2) The second graph shows the top 10 countries with the greatest growth potential. The UK is not included in these figures because there is currently a high demand there, and I know you are more interested in countries where demand could increase. The data indicates that countries like the Netherlands, Ireland, Germany, and France have relatively high incomes and unit sales. I would suggest focusing on these countries to ensure that actions are taken to further seize these markets.

3) The third graph focused on the top 10 customers who had made the most purchases from the company. The data indicates that the top 10 consumer purchases don't change all that much. The organization does not depend just on a small number of customers to make money, as evidenced by the fact that the highest revenue-producing customer only spent 17% more than the second highest. This indicates that there is little room for negotiation on the part of customers and that business is doing well.

4) In the final map graph, the locations that have generated the most money are contrasted with those that have not. Apart from the UK, it is evident that countries like Australia, Germany, France, the Netherlands, and Ireland make significant profits; in order to increase product demand, the corporation ought to make more investments in these countries. The chart also shows that just a small percentage of sales take place in the American region, with the majority taking place solely in the European zone. Africa and Asia have no market for the products, neither does Russia. Introducing a new approach that is concentrated on these areas could result in an improvement in sales revenues and profitability.

Thanks so much for your time. After you've had a chance to process this material, I would be pleased to develop anything further if you have any questions regarding the analysis or would like to see anything more.

Thank You

Neeraj Appari