**Problem Statement**

**Revenue Analysis Report**

A tech company aimed to boost its revenue by analysing sales data for its tech products between 2019 and 2020 across Asia, the U.K., and the U.S.A. They sought answers to several key questions**:**

**- In which region can we increase sales the most?**

In the U.S.A., sales have significantly declined due to intense competition in the technology sector.

**- Where are we expanding our product offerings?**

To boost sales in this specific region, we can enhance product quality, offer bonuses or coupons, and provide training for sales representatives.

**- Which gender is driving higher sales?**

Males are outselling females in every region.

**- Who is the top-performing sales representatives?**

In Asia region = Andrew Tan = Smartphones = 13526839.34

In U.K region = Jensen Brown = Smartphones = 8502554.65

In U.S.A region = Bryan Kingston = Smartphones = 5372310.25

In all of this area smartphones sales increased and most common product in all these regions.

**- In which region did sales experience a decline?**

In the USA, sales declined by 63% from 2019 to 2020.

**- How can we enhance sales performance in those specific regions?**

Understand what the customer wants from the product, adopt effective sales tactics, increase marketing efforts, and offer bonuses and coupons.