Hello Sir,

I'm Prathamesh Thomare, I'm excited to share some key insights about your business. Thank you for providing the data and guiding questions, which helped ensure that the analysis aligns with your needs. I've taken steps to clean and validate the data, removing any inconsistencies to provide accurate and meaningful insights.

Revenue Trend Analysis

To understand how revenue fluctuates over time, I analyzed the sales trend. The data reveals that revenue remains fairly stable during the first eight months of the year, with an average monthly revenue of approximately **$685K**. However, a sharp increase begins in **September**, with a **40% jump over the previous month**. This upward trend continues, reaching its peak in **November at $1.5 million**, the highest recorded revenue during the year. The data for December is incomplete, so no conclusions can be drawn for that month. This pattern indicates a strong seasonal impact on sales, likely driven by holiday shopping. Businesses can leverage this by preparing inventory, marketing campaigns, and staffing strategies accordingly.

Top Performing Markets

The second visual focuses on the top 10 countries with high growth potential, excluding the UK, which already has strong demand. The analysis shows that **the Netherlands, Ireland, Germany, and France** stand out with high sales volumes and revenue. These countries have consistently high unit purchases and contribute significantly to overall revenue. Businesses looking to expand should consider targeted marketing, localized campaigns, and customer engagement strategies in these regions to further capitalize on demand.

Top Customer Segments

The third analysis identifies the top 10 customers based on their purchases. Interestingly, the **top customer generated only 17% more revenue than the second-highest spender**, indicating that sales are well-distributed across multiple customers rather than relying on just a few key buyers. This is a positive sign, as it shows a diverse customer base, reducing the risk of revenue loss from any single customer. This suggests that customer retention strategies and personalized offers could further strengthen overall sales without dependency on a small group of high-spending customers.

Geographical Sales Performance

A geographical analysis was conducted to compare revenue distribution across different regions. Apart from the UK, **the Netherlands, Ireland, Germany, France, and Australia** have emerged as strong markets with high revenue contributions. However, sales are mostly concentrated in Europe, with minimal demand from the American region and almost no presence in **Africa, Asia, or Russia**. Expanding into these untapped regions

presents a significant opportunity for growth. Businesses could explore strategies such as regional marketing campaigns, partnerships, or distribution expansions to increase brand presence in these areas.

Final Conclusion

These insights provide clear guidance on where to focus business strategies for future growth. The revenue trend highlights the importance of seasonal planning, while market analysis suggests potential expansion opportunities in specific regions. If you have any questions or would like additional breakdowns, I'd be happy to refine the analysis further. Thank you for your time, and I look forward to supporting your business decisions!

Best Regards,

Prathamesh Thomare