

Time Series Analysis -

Profit and sales figure for each year :

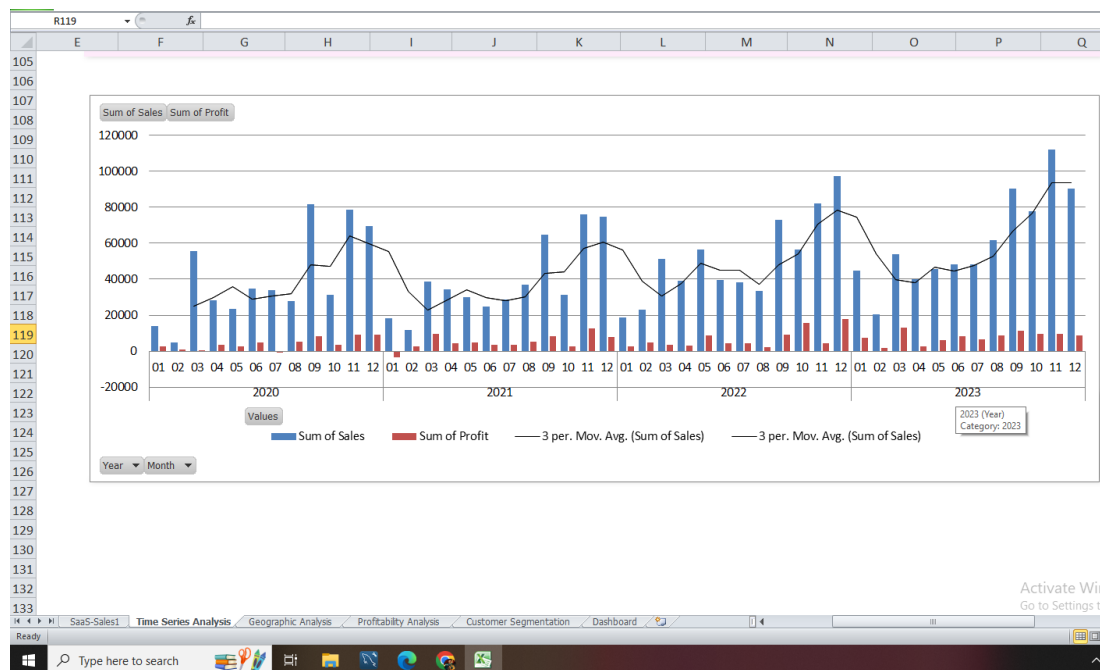
	Sales	Profit
2020	484247.4981	49543.9741
2021	470532.509	61618.6037
2022	608473.83	81726.9308
2023	733947.0232	93507.5131

On an average sales are increasing by 25% per year.(for previous 4 years)

On an average profits are increasing by 25% per year.

38% of total sales done in only 4th quarter of year.(\$ 878412)

Moving average of sales :



Geographic Analysis -

Major contributor subregion by sales :

2020-23	NAMER	UKIR	EU-WEST	LATAM	JAPN
	NOR	APAC	IND	EU-EAST	MEA

Major contributor subregion by profit :

2020-23	UKIR	NAMER	APAC	IND	EU-WEST
	EU	NOR	EU-EAST	MEA	LATAM

Profits driving countries -

2020	2021	2022	2023
United States	United States	United States	United States
United Kingdom	United Kingdom	United Kingdom	United Kingdom
United Arab Emirates	Spain	Spain	Philippines
Spain	Poland	Norway	Luxembourg
South Korea	Italy	Italy	Ireland
Norway	Ireland	India	India
Luxembourg	Finland	Finland	Finland
Ireland	China	Canada	China
Canada	Canada	Brazil	Canada
Brazil	Brazil	Argentina	Brazil

Profitability Analysis -

Top 10 customers by profit :

Customer Name
Trafigura Group
Mondelez International
Lukoil
Anthem
Airbus
Allianz
Home Depot
CVS Health
Ford Motor
Aviva

Top 5 products by profit

Products	Sum of Sales	Sum of Profit
ContactMatcher	410378.265	12496.2822
FinanceHub	340935.415	32136.4203
Site Analytics	330007.054	44515.7306
Marketing Suite - Gold	223843.608	21278.8264
Big OI Database	189238.631	3384.7569

Customer Segmentation -

This Customers are have high demand for AWS products. Respectively

Anthem, Ford Motor, Allianz,Bank of America Corp.,Valero Energy, Lowes, Tyson FoodsAllstate, AmerisourceBergen, BMW,BNP Paribas, Siemens, UnitedHealth Group,Volkswagen, Lukoil,Chevron, American Express,Trafigura Group, Mondelez International, ConocoPhillips

Considering customer base Support, ContactMatcher, and FinanceHub products have high customer base and alchemy, BigOI database, Marketing Suite have low customer base.

71%, Out of total total 9994 customer base 7000+ customers resides in only 12 countries.

Dashboard Creation in Excel -

