Hello there,

I'm Abhinav Saini, and I'd like to tell you a little bit about your business. I appreciate you asking me the questions that are leading. It was helpful to see the kinds of insights you might anticipate from the data. I have every confidence that as you choose how to approach your upcoming business possibilities, you will find the analysis to be persuasive and helpful.

To begin with, let me reassure you that I have provided the most accurate and up-to-date analysis. After entering the data into my software, I removed any records with negative quantities and unit costs because doing so was necessary in order to provide effective analysis.

1st

Your CEO has requested a revenue trend to determine whether retail sales are seasonal in response to your first question. The data show that there are a number of months throughout the year that experience significant growth. Statistics show that the first eight months of sales, from January to August, were fairly steady, with monthly revenue averaging $685K (six hundred eighty-five thousand US dollars). Beginning in September, when it increases by 40% over the previous month, revenue starts to rise. Up until November, when it increased to 1.5 million US dollars, the highest sum of the entire year, this pattern maintained. Unfortunately, no conclusions can be drawn from the data for December because there is not enough of it. This study illustrates the impact of seasonality, which typically occurs in the final four months of the year, on retail store sales.

2nd

The second graph shows the top 10 nations with the greatest growth potential. The UK is not included in these figures because it already has a high demand and I realise that you are more interested in countries where demand might increase. The figures show that countries like the Netherlands, Ireland, Germany, and France have fairly high income and unit sales. I would suggest focusing on these countries to ensure that actions are taken to further capture these markets.

3rd

The third study focused on the top 10 customers who had purchased the most products from the company. The statistics show that the top 10 consumer purchases don't differ all that much. The organisation does not rely only on a small number of customers to generate revenue, as evidenced by the fact that the highest revenue-producing customer only spent 17% more than the second highest. This shows that consumers' negotiating power is constrained and that business conditions are favourable.

4th

By contrasting the locations that have generated the most income with those that have not, the map chart compares the two. Other than the UK, it is obvious that countries like the Netherlands, Ireland, Germany, France, and Australia make significant profits; therefore, the corporation should invest more in these countries to increase product demand. Additionally, the map illustrates that just a small portion of sales take place in the American region, with the majority taking place exclusively in the European zone. Africa and Asia are the only other regions where the products have no market save Russia. If a new strategy focusing on these areas is put into place, sales revenues and profitability may rise.

I'm grateful for your time. If you have any questions regarding the analysis after you've had a chance to think about this information, or if you'd want to see anything else, I'd be happy to make it for you.

Many thanks