Good Afternoon,

I'm Sandesh Borse and I have conducted a thorough analysis of your company's data. Before presenting my findings, I would like to express my appreciation for the guidance you provided on the insights you were seeking from the data. Your input was very helpful in ensuring that my analysis would be relevant and useful for your business decisions. To ensure the accuracy of my findings, I have carefully cleaned up any data records that contained negative quantities and unit prices. I am confident that the analysis I present to you will be valuable in guiding your next steps for your business.

To summarize the findings from your analysis, I have noted the following:

1. Revenue trend: Based on the data, retail sales appear to be seasonal with significant growth in the last four months of the year. The average monthly revenue from January to August was stable at $685K, and there was a 40% increase in revenue in September, which continued to grow until November, reaching a peak of $1.5 million. Unfortunately, we could not make any inferences from the data for December.
2. Top 10 countries with growth potential: The second graph highlights the top 10 countries with the most potential for growth. Excluding the UK, nations such as the Netherlands, Ireland, Germany, and France have high sales units and income, making them ideal for further market expansion.
3. Top 10 consumers: The third study revealed that the top 10 consumers who made the most purchases did not have significant differences in their spending. The highest revenue-generating consumer only spent 17% more than the second highest, indicating that the company does not rely solely on a small group of customers for revenue.
4. Revenue comparison across regions: The map chart highlights the regions that have generated the most revenue compared to those that have not. Nations such as the Netherlands, Ireland, Germany, France, and Australia have generated significant profits, while Africa and Asia have shown no market for our products. By implementing a fresh strategy, there is potential for increased sales and profitability in these regions.

Thank you for your time and effort in providing us with this analysis. Please let us know if we have any further questions or if there is additional information you think would be useful for us to consider.

Best regards.