

Good Afternoon,

I'm Sharada Prasanna Rout, and I'm excited to share some insights about the respective data. I hope you find the analysis compelling and helpful as you make decisions.

First Off, I want to inform you that we have the data from Jan 2003 – May 2005 & the data is cleaned before the analysis for an error free analysis.

As for the first question, the CEO might request for a trend of the revenue to see if there is any seasonality in the store sales.

As per the analysis September to November is the period of the year where exceptional growth can be seen from last 2 years. The data shows that the revenue generated from the beginning of 2005 is more than the average revenue of past 2 years, and shows a favorable trend line this could result into a higher upward trend in the boom period of the company i.e. Sep to Nov. The increase in revenue starts from the month of September where the revenue increases by 115% in 2003 and 72% in 2004 in the month of October, whereas revenue increased by 81% in 2003 and by 96% in 2004 in the month of November. As you know we don't have complete data of year 2005 but by the analysis of present data we could state that the increasing rate of revenue of year 2005 is approx. 75% which is higher than the rate of same month of previous year.

The Second Visual shows the country report, as per the analysis USA is been our top demanding customer country till date, around 3.6% of our total profits are drawn from USA only. UK, Austria and Finland are the countries from which company is bearing maximum of its losses. Other than that, the countries such as Australia, Italy, Norway and Germany show an increase in demand. A new strategy targeting these areas has the potential to boost sales revenues and profitability.

The Third visual shows the productline report, as per the analysis the classic car is the productline which is highly in-demand and a revenue of 3.9 Million is generated through this productline, even with this much high demand and revenue generation the classic car is making losses around 165K. As per the analysis the main reason for the losses of classic car is the negative margin which means the goods are sold at price lower than MSRP (-4.50). Classic Car productline have great potential due to its high demand. On the other hand, Vintage Car is growing at a constant rate which provides a base to cure and abnormal losses to the company.

The fourth visual shows the in-depth report of the product in each product line. It shows our top profit-making product and least profit making or loss-making product of each productline.

Last but not the least the fifth visual shows the customer report as per different deal size in respective territory. In APAC Territory Australian Collectors Co. and Anna's Decoration Ltd. are our top customers, in EMEA Euro Shopping Channel and L'ordine Souvenirs are our top customers, In Japan Dragon Souvenirs Ltd and Tokyo Collectables Ltd and in NA Mini Gifts Distributors Ltd., Muscle Machine INC and The Sharp Gift Warehouse are our top customers.

Thanks so much for your time.