Good afternoon,

I am Bello Shukurat, I am eager to present a comprehensive analysis of your companies’ business data, aiming to extract meaningful insights and uncover valuable patterns and trends for the CEO and CMO. As a Data, this analysis encompasses my extensive research, data collection, and meticulous examination of the available information. The primary objective of this report is to provide a clear understanding of the 4 business questions and present the findings to the CMO and CEO. By leveraging advanced analytical techniques and employing a structured approach, this analysis aims to offer actionable recommendations and valuable insights to support informed decision-making and drive positive outcomes.

In addition to the analysis and visualization process, I did some data cleaning and used Power BI and Tableau to visualize the data. The goal of this exercise is to communicate insights and analysis by presenting findings to the CEO and CMO based on the 4 questions posed by them.

I will be sharing the thought process for conducting the analysis and arriving at the conclusions, how the data was cleaned-up to provide an error-free analysis and how visualization was handled.

**Goal of CEO and CMO:** Expansion is top of mind for these leaders and they’re keen to understand where the most lucrative opportunities are in their business.

**1st: - Are Retail Sales Seasonal?**

***Line Chart to show Revenue generated Per Time.***

The CEO requested for a revenue trend so as to determine whether retail sales are Seasonal.

Based on the data analysis, it is evident that certain months of the year show significant development in terms of sales. The statistical analysis reveals a consistent pattern during the first eight months, from January to August, with a stable average monthly revenue of $685K (Six hundred eighty-five thousand US dollars). However, the notable increase in revenue begins in September, where it experiences a substantial growth of 40% compared to the previous month. This upward trend persists until November, reaching the highest point of the entire year at $1.5 million US dollars. Unfortunately, due to insufficient data for December, no definitive conclusions can be drawn. This research highlights the impact of seasonality, particularly in the last four months of the year, on retail store sales. These findings provide valuable insights into the revenue patterns and can inform decision-making processes for effective sales strategies and resource allocation.

**2nd: - Top 10 Countries with the potential for Growth**

***Bar Chart to show Top 10 Countries based on Revenue and Quantity, excluding the UK.***

The second graph represents the top 10 countries with the most potential for growth. In order to focus on nations where demand could be boosted, the UK, which already exhibits high demand, has been excluded from these statistics. The analysis reveals that countries such as the Netherlands, Ireland, Germany, and France exhibit considerable sales of units and income. Therefore, to maximize opportunities in these markets, it is recommended to concentrate efforts on these nations. By directing resources and strategies towards these countries, it is possible to capitalize on their growth potential and enhance market penetration.

**3rd: - Top 10 customers**

The third study focuses on the top 10 consumers who have made the most purchases from the business. The analysis reveals that there are minimal differences between the purchasing behaviour of these top 10 consumers. In fact, the highest revenue-generating consumer is not a lot more than the second-highest spender. This indicates that the company does not heavily rely on a small number of consumers to generate its income. This stability in consumer spending patterns signifies a healthy state of business and reduces the risk associated with relying on a small consumer base for revenue generation.

**4th: - Map Chart to Show countries**

The map chart provides a conclusive comparison between the regions that have generated the highest revenue and those that have not. Excluding the UK, it is evident that nations such as the Netherlands, Ireland, Germany, France, and Australia contribute significantly to the company's profits. To further enhance product demand, it is recommended that the company invest more in these nations. Additionally, the map highlights that the majority of sales occur within the European zone, with only a limited presence in the American region. Africa and Asia, along with Russia, show no market demand for the items. This indicates an opportunity for the company to implement a fresh strategy focused on these untapped areas, as it has the potential to increase sales revenues and profitability. By expanding into these regions, the company can diversify its market presence and leverage new opportunities for growth.

**Thank you for your time.**