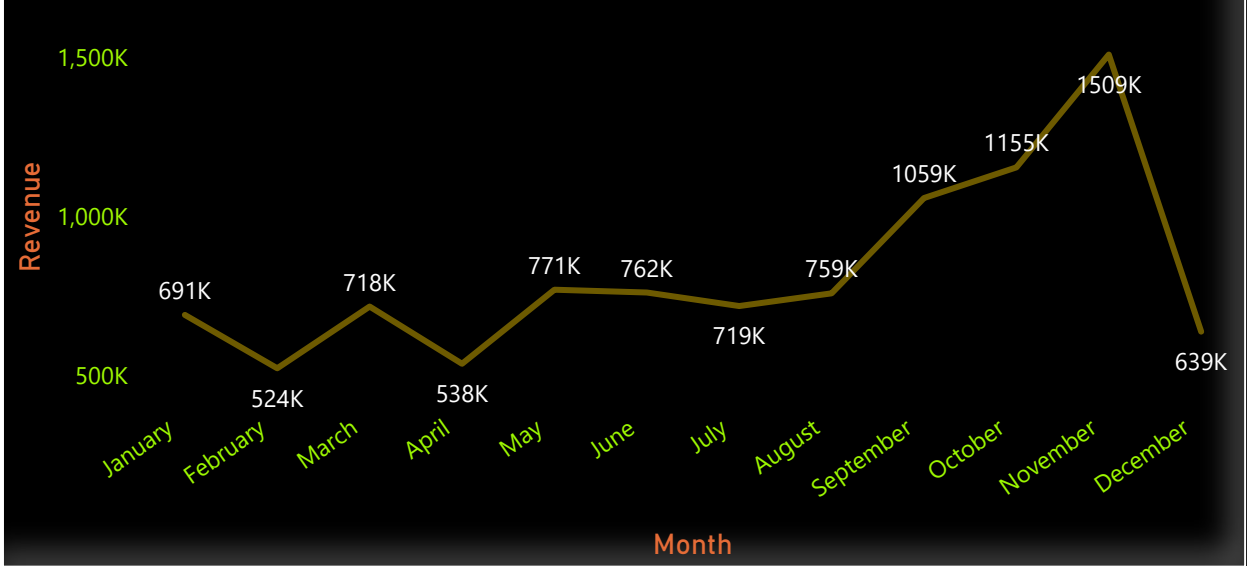
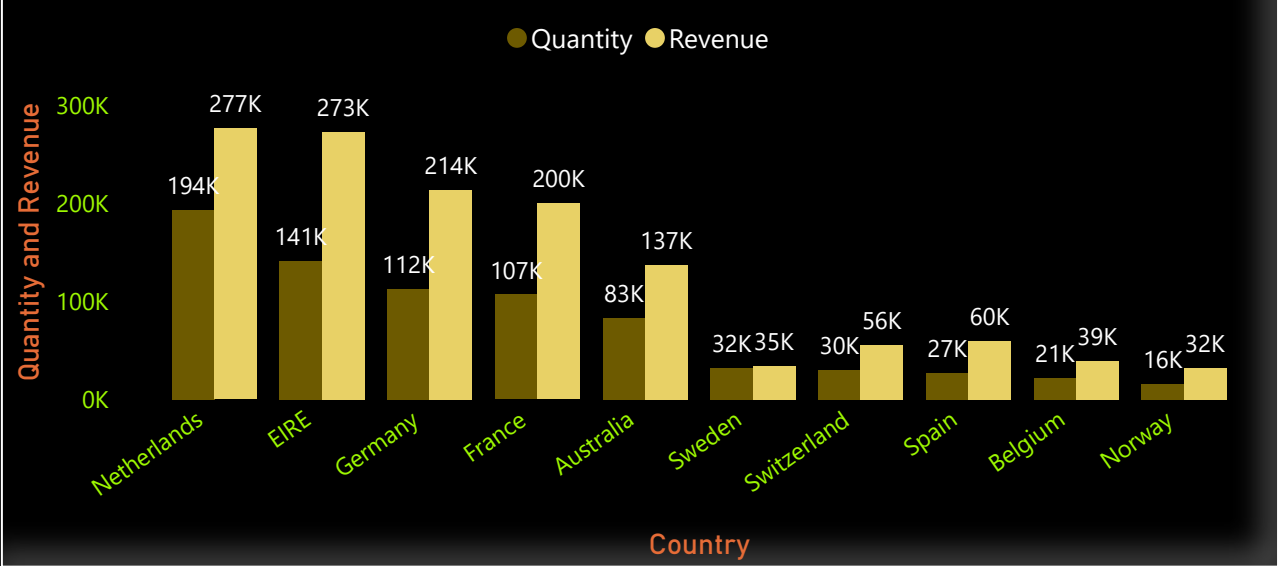


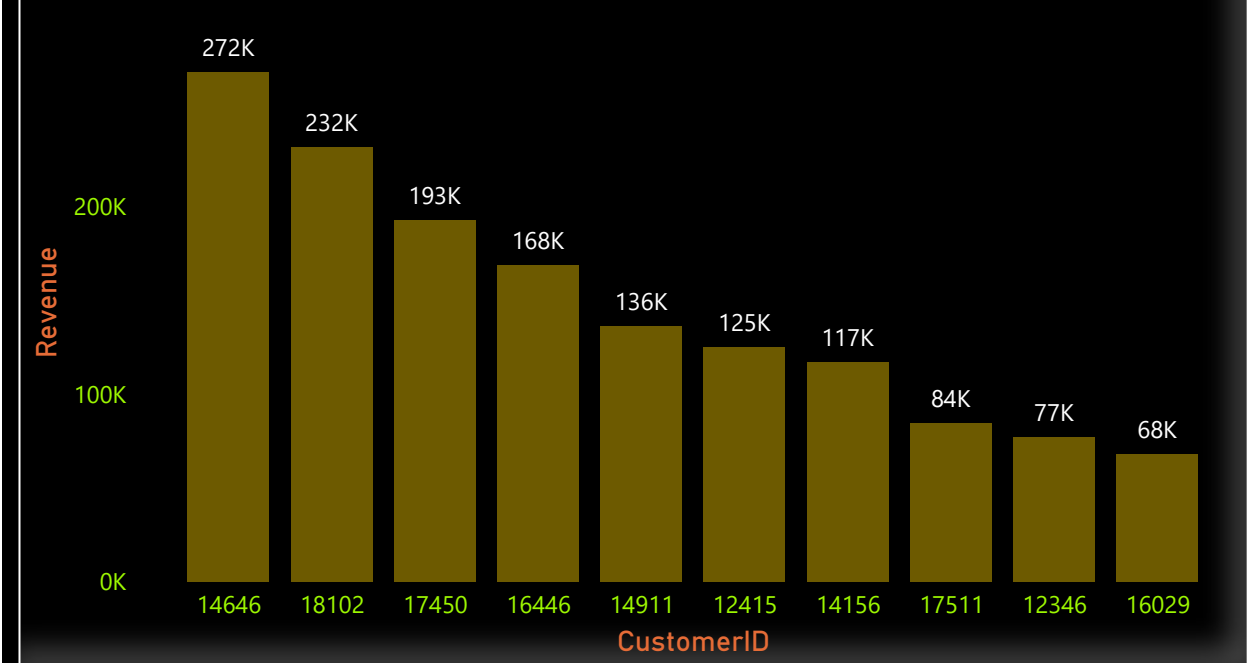
Q1 - Revenue by Month



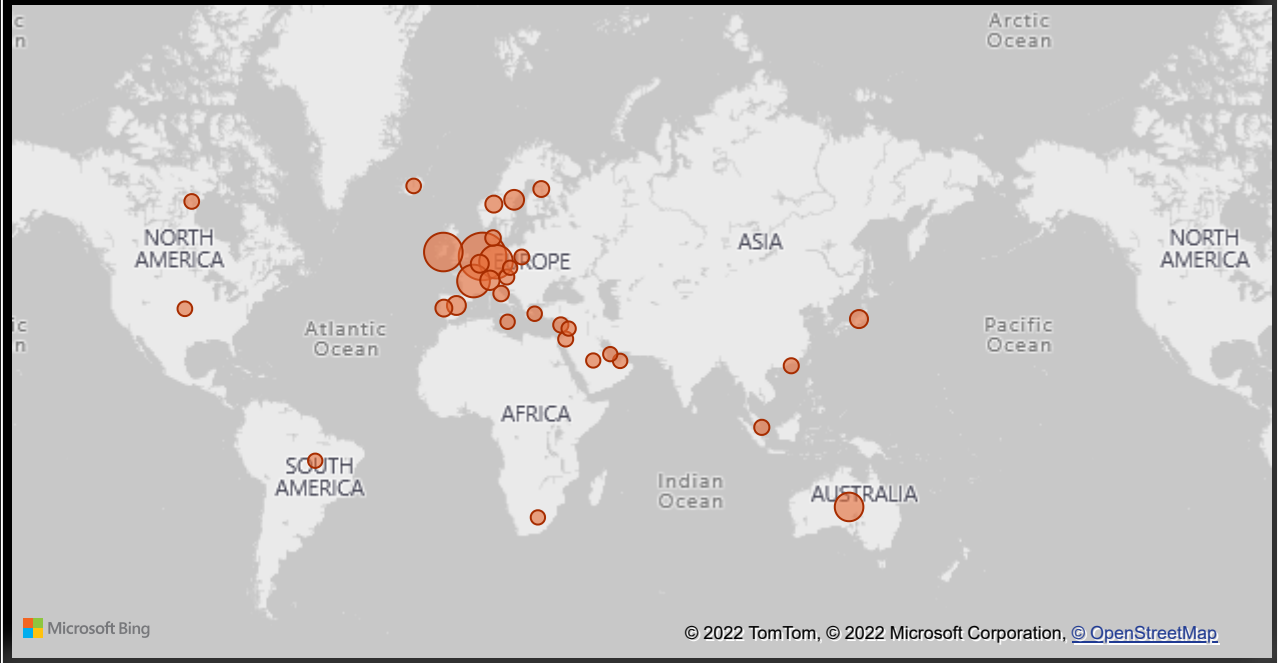
Q2- Top 10 Countries by Revenue



Q3- Top 10 Customers by Revenue



Q4-Quantity by Country



Observations & Recommendations

Q1-

We can clearly see the variations of our revenue generated in our line chart. **February was the worst performing month. Fourth quarter of the year has been the most fruitful** though we see a surprisingly sharp decline in the month of December. Policies regarding marketing and sales have to be effective enough around December.

Q2-

It is important to note 8 out of 10 best countries according to the number of units sold are Europe leading us to believe that **Europe drives our business**, and it is important for us to maintain and improve in this region.

Q3-

More and more benefits upon buying can be given out and such customers can be retained and encouraged to buy more.

Q4-

We need to focus on **American, Australian subcontinent** and the middle east since these highly developed regions have a sufficiently high - income population which could be targeted