Good afternoon.

I'm Yuvraj Singh, and I want to tell you a few things about your business. Thank you for asking me the guiding questions. It was helpful to see the kinds of conclusions you would anticipate the data to support. I genuinely think you'll find the analysis convincing and helpful as you choose how to approach your upcoming business prospects. I want to begin by assuring you that I have provided the most precise and up-to-date analysis. In order to provide useful analysis, I cleaned up any records with negative quantities and unit prices after loading the data into my software.

1st.

Regarding your initial question, the CEO has requested a revenue trend to determine whether retail sales are seasonal. The data show that several months of the year experience significant growth. An average of $685K (six hundred eighty-five thousand US dollars) in revenue per month was generated during the first eight months of sales, which ran from January to August. The revenue rise starts in September, when it rises by 40% over the previous month. Up until November, when it increased to $105 million USD, the highest sum of the entire year, this pattern persisted. Sadly, no conclusions can be drawn from the data for December because there is not enough of it. This study demonstrates how seasonality, which typically occurs in the final four months of the year, affects retail store sales. 2nd.

The second graph shows the top ten countries in terms of growth potential. The UK is not included in these statistics because there is already a high demand there and I understand that you are more interested in countries where demand might increase. The data show that countries like the Netherlands, Ireland, Germany, and France have relatively high income and unit sales. I would recommend focusing on these countries to ensure that actions are taken to further capture these markets.

3rd.

The third study looked at the top 10 customers who had made the most purchases from the company. Statistics show that the top ten consumer purchases don't differ all that much from one another. It is clear that the business does not rely solely on a small number of customers to generate revenue because the highest revenue-producing customer only spent 17% more than the second highest. This demonstrates that consumers' negotiating power is constrained and that business conditions are favorable.

4th.

By contrasting the locations that have generated the most income with those that have not, the map chart compares the two. Beyond the UK, it is obvious that countries like the Netherlands, Ireland, Germany, France, and Australia generate significant profits; as a result, the company should make greater investments in these countries to increase demand for its products. The map also shows that the majority of sales take place exclusively in the European zone, with very few taking place in the American zone. Africa and Asia do not have markets for the products, along with Russia. By putting into practice a new strategy targeted at these areas, sales revenues and profitability may rise.

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