<u>Intro Slide:</u>

Good day to everyone, I'm Mohammed Zaheer Aswath.

First of all, I'm grateful for the opportunity provided to showcase the insight on our company's performance data for the current year. I hope that this analysis will be useful in helping you decide on our company's upcoming strategies and plan for revenue growth.

Secondly, I would like to assure that the analysis is provided from the most accurate and proper data. After loading the data, I have performed data cleaning which includes removing negative quantities and unit prices that would result in inaccurate visualization. I have also added necessary filters to showcase comprehensive data on the charts.

1st

The initial ask by Mr. CEO was to analyze the monthly revenue trend for the year 2011 to determine if the sales are seasonal.

Slide with chart - 1

As we can see in the chart here, the first eight months of sales from January to August were very stable, with an average of 685K US dollars in revenue per month.

From the month of September, we could see an increase of 40% growth when compared to the previous months. Then the month of November saw a sudden rise where we had a revenue of 1.5 million US Dollars which is the highest in the whole year.

Currently we have only first 10 days of data for the month of December which would be insufficient to provide any inference for the month.

Hence, we could conclude from this analysis that, the last 4 months of the year when usually holiday season start, contribute to the largest revenue of our retail store.

2nd

The second ask by Mr. CMO was to identify the top 10 countries contributing to the highest revenue along with the quantities sold, excluding the UK

Slide with chart – 2

    As the demand is very huge in UK when compared to other regions and since we are looking into boosting the demands, we have excluded UK from this chart.

    After UK, we could see highest revenue contributed and quantity of products purchased by people from Netherlands, Ireland, Germany and France.

    We should make business strategies and provide more deals and offers to these regions to maintain the high demand and grow our sales.

    Additionally, the countries like Japan, Sweden, Belgium and Switzerland have comparatively low demand for our products.

    For these regions we could plan and adapt strategies that would encourage people to buy our products. Few options like rewarding new customer, social media marketing, expanding our customer support centers etc., may help us with the same.

3rd

The next ask by Mr. CMO was to analyze the top 10 customers contributing to the revenue and visualize their contribution in descending order

Slide with chart – 3

From the chart we could see that, the top most customer helped in generating a revenue of 280k US Dollars out of total revenue. When comparing the other top customers, we do not see much difference. Hence, this demonstrates that the company does not rely on a small number of consumers to generate its revenue

4th

Finally, Mr.CEO wanted to gain insights on the demand for the products. He wants to look at all countries and see which regions have the greatest demand for the products and plan expansion strategy as required.

Slide with chart – 4

From the map chart, it is clear that apart from the UK, small countries like the Netherlands, Ireland, Germany, France, and Australia generate large profits, and the company should invest more in these nations to boost product demand.

The map also shows that the majority of sales occur only in the European zone, with only a small number in the American region

Also we do not see a market for the company's products in Russia, Africa or Asia. The company should focus on bringing up new strategies to expand business in these regions.

Thank you Slide

With this we have come to the end of insight evaluation. I once again, thank you all for providing me with this opportunity. Please feel free to reach out to me if you have any questions or need additional data in this regard.

Thank you.