Brief Report

Total Revenue per Region: **The USA leads in total revenue** with approximately **2390.75 units**, followed by **Western Europe with 1155.26 units**. The **lowest revenue is from Canada, with around 90.44 units and Central & Eastern Europe with around 88.65.**

The **Citrix Virtual Apps leads in total revenue with approx. 1323.71** followed by **Citrix Virtual Desktops** with **847.97**. **Out of 25 products**, only **3 have revenue exceeding 500 units**. Products like **"Melio" and "Citrix Analytics" have the Zero revenue**.

The bar chart indicates that products like **"Citrix Virtual Apps" and "Citrix Virtual Desktops" dominate** the revenue contributions. This insight is crucial for strategic product development and marketing efforts.

The pivot table highlights the revenue contribution of each product across different regions. Products like **"Citrix Virtual Apps" and "Citrix Virtual Desktops" have significant revenue contributions across multiple regions.**

The line chart shows how revenue trends vary across regions over different half-year periods. This visualization helps in identifying seasonal patterns or growth trends in specific regions.

**Recommendations for the Business**

Based on the analyses, I recommend that the business focus on the **USA, Western Europe and Canda regions**, and prioritize the **development and marketing of Citrix Virtual Apps and Citrix Virtual Desktops**. Additionally, the business should consider targeting companies that offer services in the most funded month.

Products generating the most revenue, such as "Citrix Virtual Apps" and "Citrix Virtual Desktops," should be the focal point for development and marketing strategies.

Regions with **lower revenue, like Canada and Central & Eastern Europe**, may present **opportunities for growth** through targeted campaigns or new product introductions.

Products like **"Citrix Analytics" and "Melio," which have zero sales**, need immediate attention. Evaluate whether to discontinue these products or develop strategies to boost their sales. Additionally, there are significant discrepancies in product revenue. Products with lower revenue require increased attention and strategic efforts to enhance their market performance.

## Candidate Information:

Name: ANKUR KUMAR

Email: ai.ankurkr@gmail.com

Phone: 9263025968

Date: 20-06-2024