Hello, I'm Chinmay Panda, and I'd like to share important information about your company.

Q1: Revenue by Month

The CEO asked for a revenue trend to understand if retail sales are seasonal. The data shows fluctuations in the first four months, hitting a low of $51K in April. From May to November, sales increased significantly, averaging $150K per month, peaking at $193K in October, a 149% jump from April. Unfortunately, we lack December data.

This highlights seasonality in retail sales, mainly in the last seven months of the year.

Q2: Top 10 Countries by Revenue

The top 10 countries with growth potential are shown in the second graph, excluding the UK due to existing high demand. Consider focusing on the Netherlands, Ireland, Germany, and France, where unit sales and income are strong.

Q3: Top 10 Customers by Revenue

The third study focuses on the top 10 contributing customers. There's little variation among them, with the top customer spending only 9% more than the second-highest. This diversity is positive, showing the company's reliance on a broad customer base, with limited negotiation power among consumers.

Q4: Quantity by Country

Comparing revenue-generating and non-generating regions, excluding the UK, Netherlands, Ireland, Germany, France, and Australia stand out. Sales are primarily in Europe, with minimal sales in the Americas. There's no market presence in Africa or Asia. Exploring strategies for these untapped markets could boost sales and profitability.

Thank you for your time. If you have further questions or need additional analysis, please feel free to ask.