

Good morning I am Dhruv Ghetia and I'm excited to share my analysis with you. Thank you for the guiding questions—they helped me focus on the right insights. I've ensured the data is clean and up to date by removing errors like negative quantities and prices. I hope you find this analysis useful for future business decisions.

## **1st Visual**

The revenue trend shows that sales are steady from January to August, averaging around \$685K per month. From September onwards, sales rise sharply—up 40% in September and peaking at \$1.5M in November. December data is incomplete, so no conclusion can be drawn. Overall, the analysis suggests retail sales are seasonal, with the biggest growth in the last four months of the year.

## **2nd visual**

The second graph shows the top 10 countries with the most growth potential. Since the UK already has high demand, it is not included. The data shows strong sales in the Netherlands, Ireland, Germany, and France. I suggest focusing on these countries to capture more growth.

## **3rd visual**

The third study looks at the top 10 customers. The data shows their purchases are close in value. The top customer spent only 17% more than the second, meaning the business is not dependent on just a few buyers. This also shows customers have low bargaining power, which is good for the business.

## **4th Final Visual**

The map shows that besides the UK, countries like the Netherlands, Ireland, Germany, France, and Australia generate high revenue, making them good markets to invest in. Most sales come from Europe, with few in America and none in Africa or Asia. A new strategy targeting these regions could boost sales and profits.

“Thank you for taking the time to review my project and insights—I truly appreciate your interest and look forward to any feedback or discussion.”