

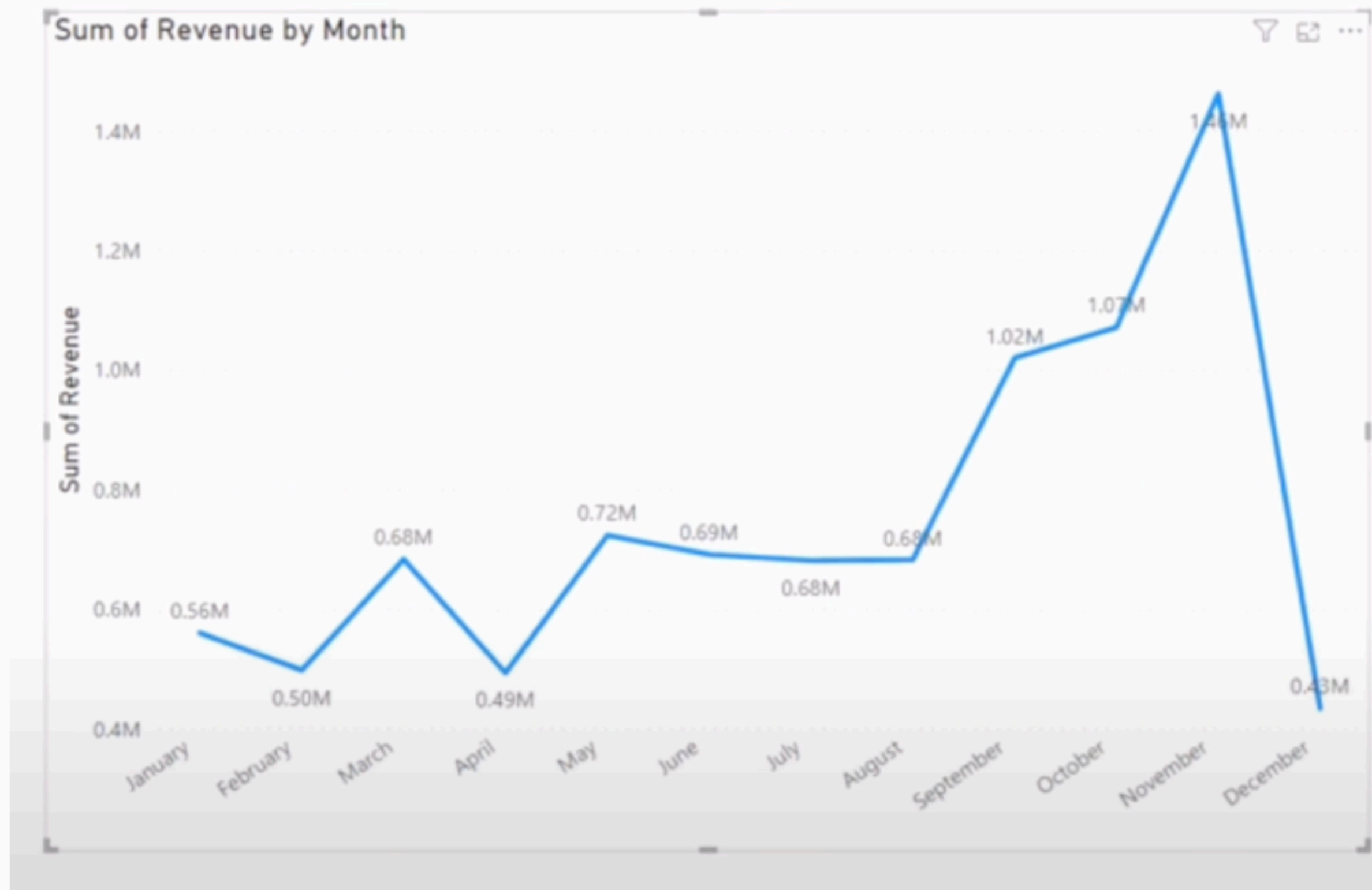
Hello and Welcome

This is our annual company report for 2011

(The data range has been limited to 2011, with basic filtering conditions: sales quantity must be greater than 1, and unit price must be positive)

CEO:
WHICH PRODUCTS SELL THE MOST, HOW MUCH PROFIT THEY MAKE, AND WHETHER THEY WILL CHANGE ACCORDING TO THE MONTH?

CMO:
ARE THERE SPECIFIC MARKETING CAMPAIGNS, HOLIDAYS OR SEASONAL FACTORS THAT AFFECT REVENUE FLUCTUATIONS?



Top 10 Products by Sales Revenue

StockCode	Sales Revenue
POST	27,203.94
M	19,492.26
22423	14,782.80
22629	6,917.10
22326	6,841.70
22630	6,431.55
22720	5,029.95
22960	4,951.50
84997D	4,784.13
84997C	4,386.13

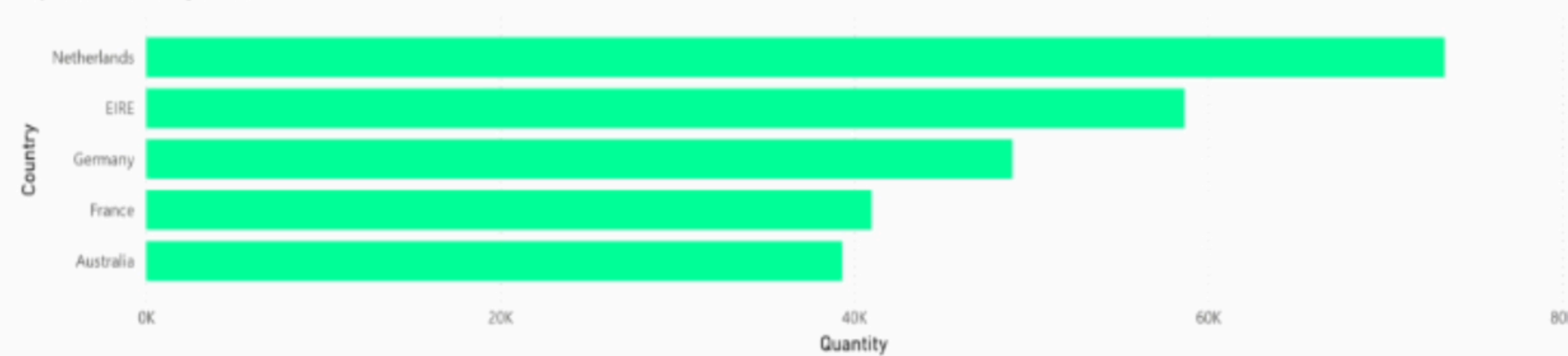
CEO:

WHICH COUNTRIES HAVE THE HIGHEST SALES AND WHICH HAVE THE LOWEST, AND WHAT SHOULD BE DONE TO ADJUST THE STRATEGY FOR THE TWO HIGHEST AND LOWEST REGIONS TO MAKE IT BETTER IN THE FUTURE?

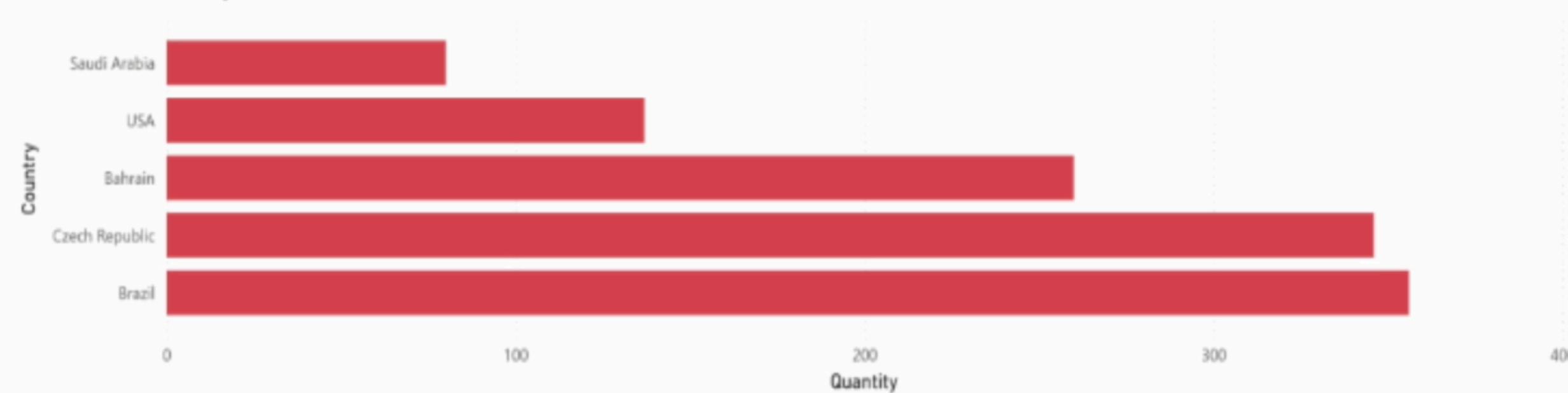
CMO:

WHAT DOES THE FACT THAT NETHERLANDS SELLS MORE BUT MAKES LESS PROFIT THAN IRELAND MEAN AND HOW SHOULD WE CHANGE OUR MARKETING STRATEGY?

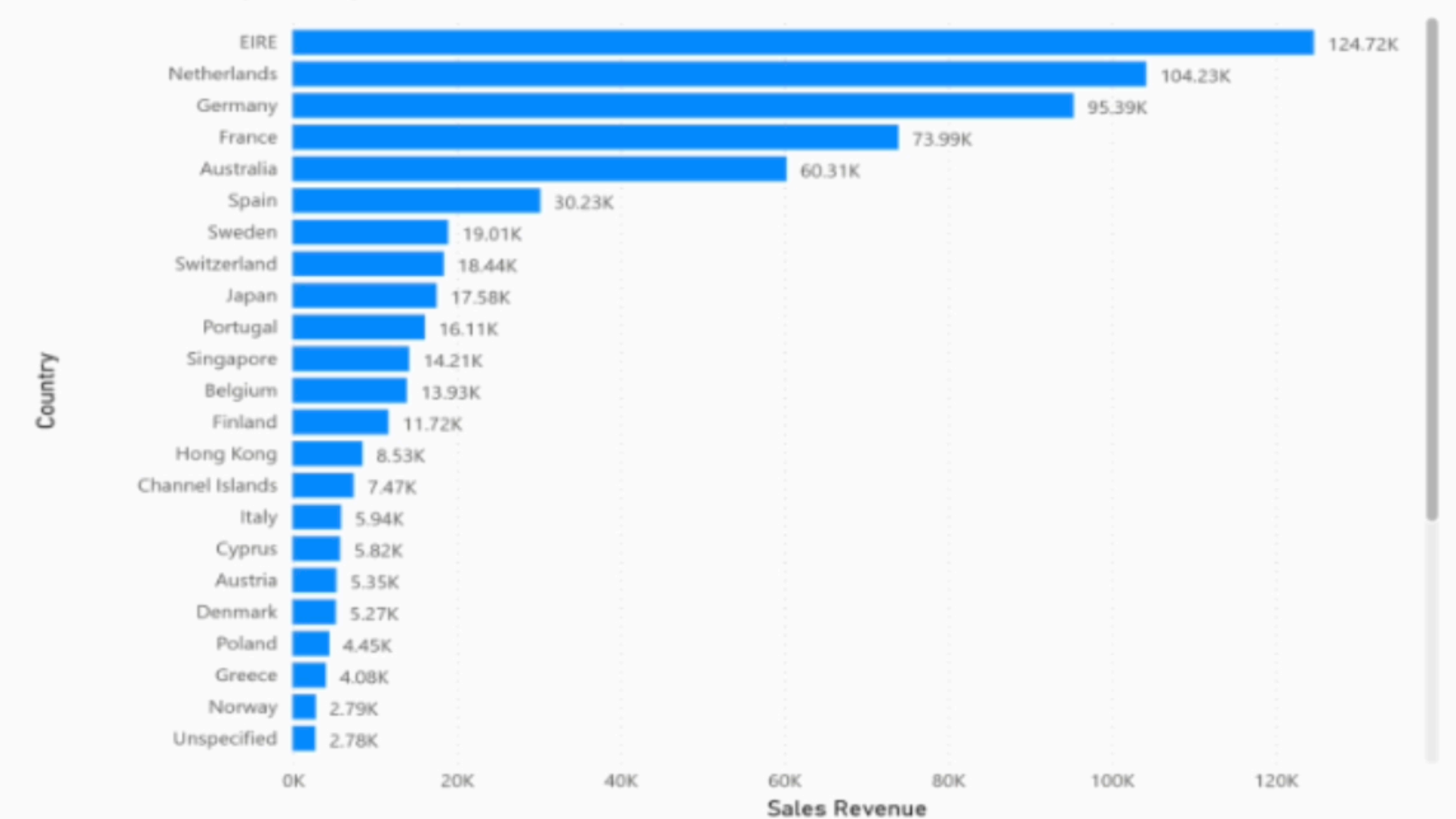
Top 5 Countries by Sales



Bottom 5 Countries by Sales



Sales Revenue by Country



CEO:

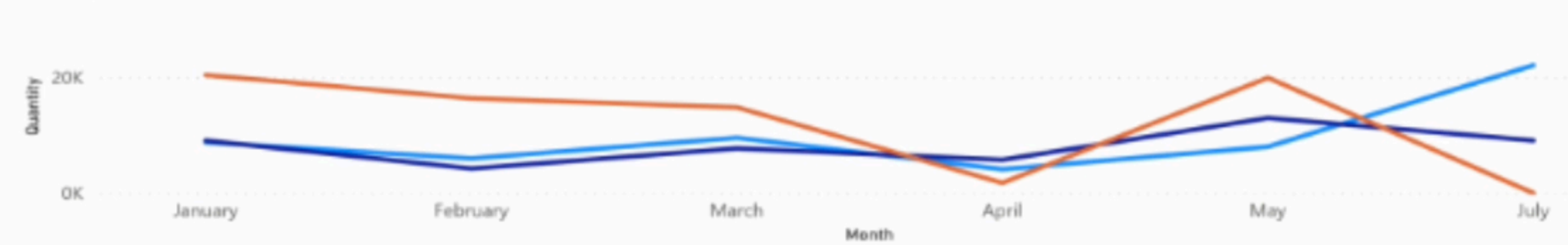
WHAT ADJUSTMENTS SHOULD BE MADE FOR THE ALL-INDICATOR TROUGH IN APRIL? DOES THE NETHERLANDS, WITH LOW INVOICE VOLUMES BUT NORMAL SALES TRENDS, NEED TO ADJUST ITS REGIONAL STRATEGY?

CMO:

HOW DO YOU EXPLAIN THE APRIL LOW IN RELATION TO THE MARKETING CAMPAIGN? SHOULD CUSTOMER SERVICE BE ADJUSTED BASED ON LOW INVOICE VOLUMES IN THE NETHERLANDS?

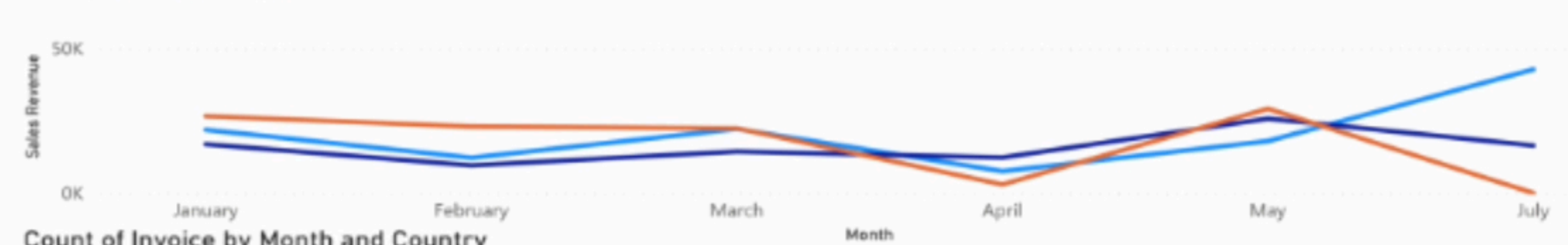
Quantity by Month and Country

Country ● EIRE ● Germany ● Netherlands



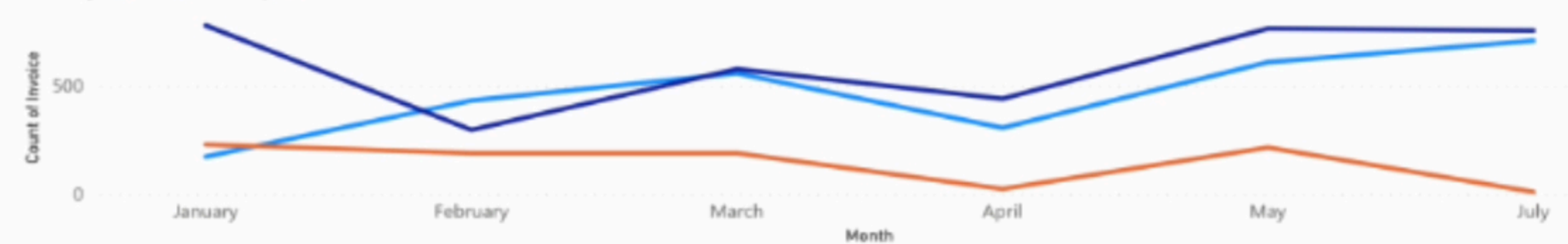
Sales Revenue by Month and Country

Country ● EIRE ● Germany ● Netherlands



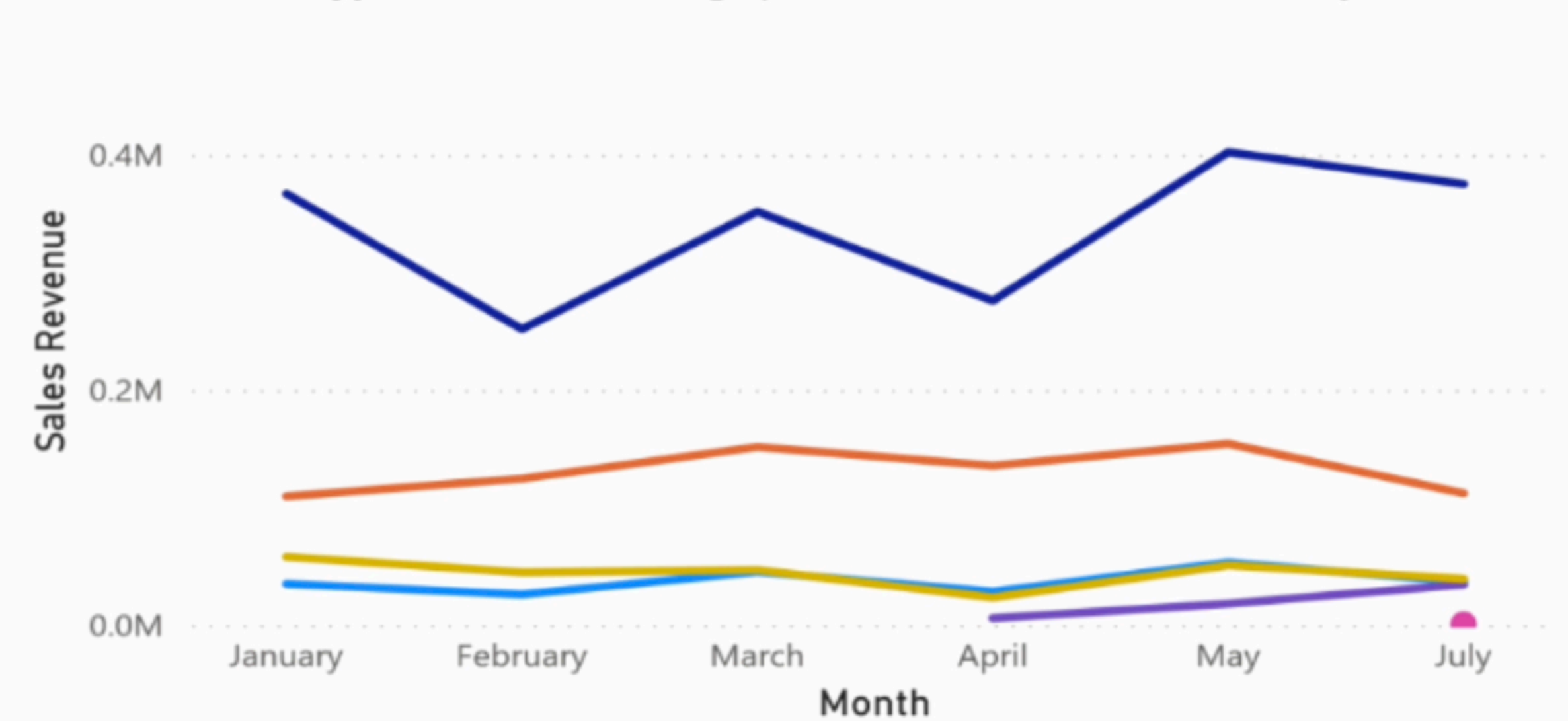
Count of Invoice by Month and Country

Country ● EIRE ● Germany ● Netherlands



Sales Revenue by Month and RFM_Customer_Type

RFM_Customer_Type ● Best Cus... ● Big Spe... ● Look ou... ● Lost Ch... ● Loyal Cu... ▶

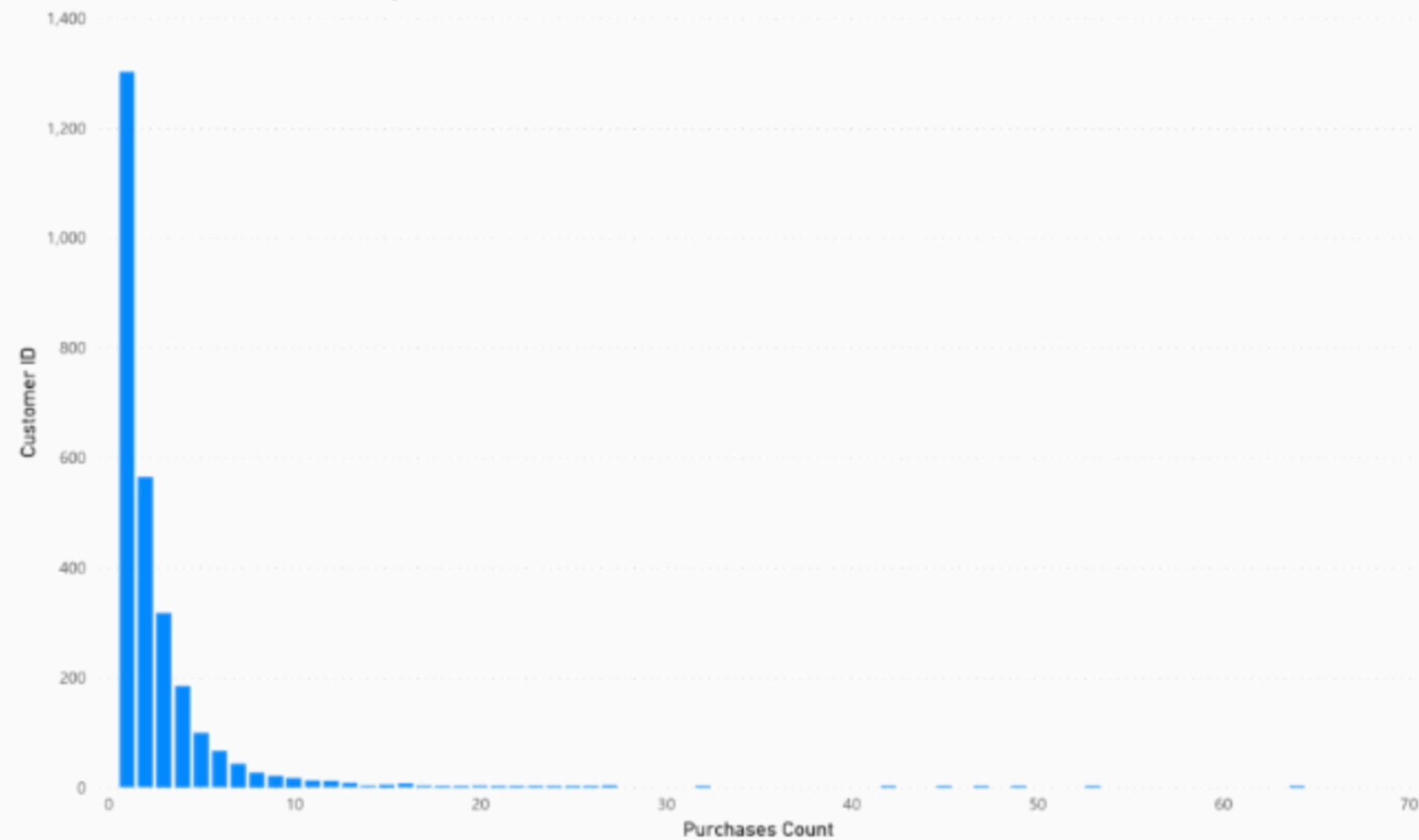


CEO:
WILL TOO FEW HIGH-FREQUENCY CUSTOMERS AFFECT THE HEALTH OF THE BUSINESS?

CMO:
IS THE COMPANY PROFITABLE ON A SUSTAINABLE BASIS, AND HOW CAN MARKETING INCREASE THE FREQUENCY OF PURCHASE BY LOW-FREQUENCY CUSTOMERS?

Purchase Frequency

Customer ID and Purchases Count by Purchases Count



Count of Customer ID by RFM_Customer_Type

