**Good Afternoon,**

I'm Krithik Sharan, and I'm excited to share insights regarding your company. I appreciate you providing the guiding questions—understanding the type of analysis you’re looking for has been extremely helpful. I truly believe the findings will be valuable as you plan your next business moves.

**1st**

For your first query, the CEO is looking at revenue trends to determine if retail sales exhibit seasonality. Based on the data, there are specific months with significant growth. Sales from January to August remained stable, averaging **$685K** per month. However, in **September**, revenue surged by **40%** compared to August. This upward trend continued through **November**, reaching **$1.5 million**, the highest of the year. Since **December** data is incomplete, no conclusions can be drawn for that month. This analysis highlights that retail sales experience seasonality, with notable growth occurring in the last four months of the year.

**2nd**

The second graph presents the **top 10 countries** with the most potential for growth. Since the UK already has strong demand and the focus is on markets with expansion opportunities, it is excluded from this dataset. The analysis shows that **the Netherlands, Ireland, Germany, and France** have high unit sales and revenue. To capitalize on these opportunities, I recommend directing efforts toward strengthening market presence in these regions.

**3rd**

The third analysis examines the **top 10 consumers** who have made the highest purchases. The data reveals that differences among these top buyers are minimal. The highest-spending customer only spent **17% more** than the second highest, indicating that the company’s revenue is **not overly dependent** on a small number of consumers. This suggests a **healthy business structure** with limited buyer negotiating power.

**4th**

The final analysis, represented in a **map chart**, compares revenue generation across different regions. Excluding the UK, countries like **the Netherlands, Ireland, Germany, France, and Australia** generate substantial profits, suggesting they are strong investment opportunities. The map also indicates that **most sales are concentrated in Europe**, with **minimal presence in the Americas** and **no significant market in Africa, Asia, or Russia**. A **new strategy targeting these underrepresented regions** could enhance sales revenue and overall profitability.

I sincerely appreciate your time. Once you've reviewed this information, please let me know if you have any questions or if you'd like any additional analyses. I'd be happy to assist further.

**Thank You**