**1 question :**

**The first visualisation is a time series data of the revenue generated each month in the year 2011. We can clearly see the variations in our revenue through the line chart, with February being our worst-performing month. However, the fourth quarter of the year has been the most fruitful, probably due to the Christmas season.**

**Despite Europe driving the bulk of our business, there was a surprisingly sharp decline in revenue in the month of December. This might be an indication that we need to focus on our policies around Christmas holidays since people tend to spend more during this time.**

**Our marketing and sales policies need to be more effective in December to maximise the benefits during that period. Additionally, we should investigate why our first quarter is so uncertain; perhaps introducing a spring sale or some other promotional strategy could help increase sales.**

**2 question :**

**The next visual is to our top 10 countries concerning sales and revenue. It is essential to note that 8 out of the top 10 countries, based on the number of units sold, are in Europe. This suggests that Europe plays a significant role in driving our business, and it is crucial for us to maintain and enhance our presence in this region.**

**Typically, we would expect countries with higher quantities sold to generate more revenue, which is generally true. However, there are exceptions, such as in the case of Sweden, where higher sales volumes do not translate to the expected revenue. In such cases, we should focus on targeting affluent customers or retaining customers who have not made repeat purchases.**

**Comparing countries like Spain and Japan, it appears that customers in Spain have a higher spending capacity than those in Japan. Even though Japan has decent sales volume, it does not result in proportionate revenue. This indicates a need for targeted marketing campaigns aimed at high-income groups in countries with relatively lower revenue. Additionally, offering discounts in countries with lower sales volume but higher revenue could help attract more customers, leading to a more diverse and loyal customer base, which, in turn, will drive growth.**

**Furthermore, we should explore opportunities to capture high-capacity markets like North America and Asia. By doing so, we can expand our business and potentially increase sales and revenue in these regions.**

**3 question :**

**This visual tells us about our top 10 highest revenue-generating customers. With targeted advertisements and analysis of their buying patterns, marketing campaigns can be made more effective. More benefits can be given out upon purchasing, leading to increased customer retention and encouraging them to make more purchases.**

**4 question :**

**We now move on to our next visual based on performance countrywide. Clearly, Western Europe stands out as our best-performing region. However, we need to shift our focus to the Americas, the Australian subcontinent, and the Middle East. These highly developed regions boast a sufficiently large high-income population that can be targeted, potentially lifting revenues from these countries.**

**Another opportunity lies in Asia , which we seem to have missed. We can get the highest volumes from densely populated countries like India and China by outperforming local competitors and capturing a significant market share.**

**To sum up my analysis, I'd like to point out that the firm needs to focus on increasing sales during Christmas, as customers tend to have a higher spending capacity than usual during this time of the year.**

**Additionally, we can analyse the relationships between quantity and revenue generated over time and across different geographical regions, specifically based on nations. This analysis will help us create marketing campaigns that maximise opportunities across the globe.**

**Having successfully captured the European market, we are now ready to expand globally. However, it's crucial to understand that policy changes may be required to operate effectively in other nations and expand our presence elsewhere.**

**That's it from my side. Thank you.**