**Good morning /afternoon, Sir,**

I'm **Manjunatha K R**, and I'm eager to share some insights regarding your company. Thank you for providing the guiding questions; they were helpful in understanding the types of insights you are looking to gain from the data. I hope you find this analysis compelling and useful in making decisions regarding future business opportunities.

First off, I want to assure you that I’ve provided the most up-to-date and error-free analysis. After loading the data into my software, I cleaned the records by removing any entries with negative quantities and unit prices to ensure the accuracy of the analysis.

**First Visual**

Regarding your first query, the CEO has asked for a revenue trend to determine whether retail sales are seasonal. According to the data, there are clear patterns throughout the year. The first eight months (January to August) show stable revenue, averaging **$685K (Six hundred eighty-five thousand US dollars) per month**. However, a **40% increase** is observed in **September**, and this trend continues until **November**, when revenue peaks at **1.5 million USD**, the highest for the year. Due to insufficient data, December’s trend cannot be analysed. This analysis highlights the **seasonal nature** of retail sales, which significantly rise in the last four months of the year.

**Second Visual**

The second visual highlights the **top 10 countries with the highest potential for growth** (excluding the UK, as it already has high demand). According to the data, **the Netherlands, Ireland, Germany, and France** show **high sales volume and revenue**. To further capitalize on these markets, I recommend focusing on strategic initiatives that will **expand the company’s presence and boost demand** in these regions.

**Third Visual**

The third analysis focuses on **the top 10 customers** with the highest purchase amounts. The data indicates that **there is not much disparity** between these top consumers. The highest revenue-generating customer only spent **17% more** than the second highest, showing that the business does **not rely solely on a small group of customers**. This suggests **a stable and diversified customer base**, reducing the risk of dependency on a few major buyers. Additionally, it indicates that customers **have limited negotiating power**, which is a positive factor for the business.

**Final Map Visual**

The final visual is a **map analysis** comparing revenue contributions across various regions. Aside from the **UK**, significant revenue is generated from **the Netherlands, Ireland, Germany, France, and Australia**. I recommend increasing **investment and marketing efforts in these regions** to further enhance demand. The analysis also highlights that most sales come from **Europe**, with minimal sales in **America** and none in **Africa and Asia**, including **Russia**. A **new market expansion strategy** focused on these regions could **increase revenue and profitability**.

Thank you for your time. If you have any questions about this analysis or need additional insights, I’d be happy to assist further.

**Best Regards,  
Manjunatha K R**

This keeps the original meaning intact while updating the name as requested. Let me know if you need any further modifications!