Good morning,

I'm Hoi Yee, and I'm happy to be here today to present some information with you regarding the company. I appreciate you giving me your questions so I can look through the data to derive the insights that are helpful to the company.

I hope you find the information useful and they can help the company to decide how to proceed with the next business prospects.

So, for the first question, the CEO would like to know

What is the monthly trend of revenue, and which months have faced the biggest increase/decrease?

So, in this case I create the line chart, which is a good chart used for showing trend over time. And this filter is used to filter out the year so only 2011 is shown, as the CEO is only interested in that year.

Based on the statistics the first eight months of sales from January to August have similar number of Revenue, showing sales is steady. with an average of $685K

The increase in revenue begins in September and go up all the way to Nov. because we dun

Have sufficient info for dec, we are not able to make inference from it.

This shows how seasonality—which generally happens in the last four months of the year—affects retail store sales.

For the 2nd qns, UK is not included in these statistics. I show the top 10 countries who generate the most revenue and the number of sales generated in these respective countries, therefore has potential for growth

For the 3rd Question, I used column chart to show the top 10 consumers who have made the most purchases from the business.

According to the statistics, there are not many differences between the top 10 consumer purchases. The fact that the highest revenue-producing consumer only spent 17% more than the second highest demonstrates that the company does not rely solely on a small number of consumers to generate income. This demonstrates that consumers' ability to negotiate is limited and that the state of business is positive.

4th, The map chart concludes by comparing the places that have produced the greatest revenue to those that have not. Again UK, is not included. We can see from the map chart that the Netherlands, Ireland, Germany, France, and Australia generate large profits, so the company can invest more in these countries to boost product demand.

The map also reveals that the majority of sales occur in the European zone, in a small number in the American region. there is no market in Africa, Russia, or Asia.

So, some marketing campaign might be needed in these counties to increase their Sales revenues

Ok, that’s all for my presentation.

I thank you for your time. After you've gone through this material, if you have any questions about the analysis or would like to provide any feedback, just let me know and I would be glad to help you.

Thank You, and have a nice day.