**SCRIPT TO BE PRESENTED TO THE CEO**

[Begin Presentation]

**Slide 1: Introduction**

- Good day, esteemed members of the board. Today, I'm excited to share with you the findings from our recent data analysis. We embarked on this journey to extract valuable insights that will inform our strategic decisions moving forward.

**Slide 2: Data Analysis Process**

- Let's begin by briefly outlining our data analysis process. We started by importing and examining the data in Excel, looking for any abnormalities, and found none. We then imported the data into Power BI for visualization.

- During this phase, we conducted several data transformations, such as creating new columns to extract month and year information from the invoice date. We also reviewed data types in the dataset and made a specific change to the "CustomerID" column to prevent it from being treated as a calculated column.

**Slide 3: Task 1 - Revenue Trends**

- In our first task, we analyzed revenue trends for all products on a monthly basis throughout 2011.

- We noticed an initial low point in January, followed by a steady increase in the subsequent months. Notably, there was a slight dip in revenue during June and July, but this was followed by a significant upturn in August, continuing strong through November.

- It's crucial to highlight that our highest revenue was generated from August to November. This suggests increased demand for our products during this period.

**Slide 4: Task 2 - Top 10 Countries by Revenue**

- In the second task, we identified the top 10 countries by revenue, excluding the UK.

- The Netherlands emerged as the leader, with both the highest quantity sold and the highest revenue. Eire, Germany, France, and Australia also performed exceptionally well.

- Based on these findings, our strategic focus for the coming year will be directed towards these high-performing countries.

**Slide 5: Task 3 - Top 10 Customers**

- Our third task focused on identifying the top 10 customers contributing significantly to our revenue.

- Customer 14646 stands out as the top spender, with the highest purchase totaling $279,000.

- To retain and show our appreciation to these valued customers, we recommend offering special incentives, such as discounts or additional product quantities for their first purchase this year.

**Slide 6: Task 4 - Geographic Insights**

- Lastly, our analysis explored geographic insights using a map chart.

- Apart from the UK, nations like the Netherlands, Ireland, Germany, France, and Australia generate significant profits.

- Notably, we observed limited sales outside the European zone, with no market presence in Africa or Asia.

- To boost sales revenues and profitability, we propose implementing a fresh strategy focusing on these regions.

**Slide 7: Conclusion**

- In conclusion, our data analysis has provided valuable insights that will guide our strategic decisions in the coming year.

- We're poised to capitalize on revenue trends, focus on high-performing countries, and nurture our relationships with top customers.

- Thank you for your attention, and we look forward to working together to implement these strategic initiatives.

[End Presentation]edx