Good afternoon, everyone.  
I’m Sagar Singh, and today, I’ll be sharing key insights from the company's sales data for the year 2011. Thank you for providing the guiding questions—they helped me focus on the most relevant insights. I believe this analysis will help you make informed business decisions.

Before diving into the details, I ensured the accuracy of the data by cleaning up any incorrect records, such as negative values in quantity or price. Now, let’s go through the key findings.

**1. Revenue Trend and Seasonality**

The CEO wanted to know if sales follow a seasonal pattern. The data shows:

* Sales remained stable from January to August, averaging $685,000 per month.
* In September, revenue increased by 40% compared to August.
* The upward trend continued, reaching a peak of $1.5 million in November.
* December’s data is incomplete, so no conclusions can be drawn for that month.

**Conclusion:** Retail sales tend to rise significantly in the last four months of the year.

**2. Top 10 Growth Markets**

The focus here is on countries with high growth potential excluding the UK as informed by CEO, because it already has strong demand. The data highlights:

* Strong sales and revenue in the Netherlands, Ireland, Germany, and France.
* These countries show promising growth opportunities.

**Recommendation:** Investing in these markets would significantly increase sales and customer base.

**3. Top 10 Customers**

An analysis of the company’s highest-spending customers shows:

* The top customer only spent 17% more than the second highest.
* There is no over-reliance on a small group of customers.
* This indicates a balanced customer base with limited bargaining power.

**4. Sales Distribution by Region**

A geographical analysis reveals:

* Apart from the UK, the Netherlands, Ireland, Germany, France, and Australia generate significant profits.
* Most sales happen in Europe, with limited presence in the America.
* No sales were recorded in Africa, Asia, or Russia.

**Recommendation:** Expanding into new regions could improve revenue and profitability.

**Conclusion**  
Thank you for your time. If you have any questions or need further analysis, I’d be happy to provide additional insights.

**Thank you!**