Warm Greetings to all the gentlemen present here, My name is Sankul Pandey and i was the one who was given the task to analyze the Dataset provided from your end to us and i have done my due diligence and have come up with the following analysis that i'll be conveying to you all within the next few minutes, Firstly before starting i would like to say that analyzing such a big data set was truly a grave task haha but i hope i did my work appropriately and all of you would be happy with what i have for you on offer. So after receiving the data set initially I firstly went through the data set, it contained varied information such as Customer ID, The country from which the sales of the product was taking place, Quantity of the product being sold from the online retail store etc. Immediately after seeing the data set I realized that the dataset was not only huge but also contained some information that was not suitable for our analysis. Things like the dataset was faulty and showed that the customers had brought in a negative amount of products which was simply not possible. So my first task was to use conditional formatting to highlight these particular tabs and to get rid of them as they would just hamper our analysis. After recognising the data points which had these problems I then filtered out these data and made the dataset ready for continuing our analysis. I then looked upon the questions that were most important to you and extremely important for the future of your company. After reading those questions I realized that revenue earned by the store was an important factor that you needed and for that i had to edit the dataset further and add the revenue earned column. Revenue earned was easy to calculate as I just had to multiply the quantity being sold and what the particular product was worth. This finally led our dataset to be completely clean and now it was ready for the final analysis. I would now proceed and answer your queries that were put upon by you. First, Mr CEO wanted to know monthly revenue for each month of the year 2011, this was an important question as this can help you to develop future plans for the company by studying the trends and which seasons of the year were the best for the store, i came upon the conclusion that November was the best month for the company in the year 2011. Also there was a steep incline in the revenue of the store from January to November with months August , September and October showing promise. There was a decline in the month of december along with that Mr CEO also asked me to tell which country apart from the UK had the highest demand for their products, i would like to say that according to the analysis that i did apart from the Uk , Netherlands has the most amount of demand for your products then comes countries like Republic of ireland, then germany , france and even australia has shown promise. Now coming to MR CMO sir he put forward two questions for me and my analysis came to the following question, firstly he asked me the The highest revenue generating countries where the products are being sold the most apart from the uk these countries are as follows, These countries are same as the countries with the highest demand for your products, Netherlands , Republic of ireland, germany , france and australia make the top with with netherlands generating about 285,000 pounds. The second question that was put in front of me was the top 10 highest revenue generating customers. I have found of the answer to this particular and have mentioned everything in detail to my analysis. Top customer was the customer with ID no 14646 and he has been a loyal customer of your company and I would also like to add that just these 10 top customers have contributed to more than 1.7 million in revenue for your institution. With this is i have come to the end of my analysis for this particular dataset. I would like to say Thank you for considering me Responsible and capable enough to partake in this important task and I

hope to work with you and your great business again soon. Thank you ,This was Sankul Pandey and have a nice day