

2011 Sales Analysis Presentation Script

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1. Introduction

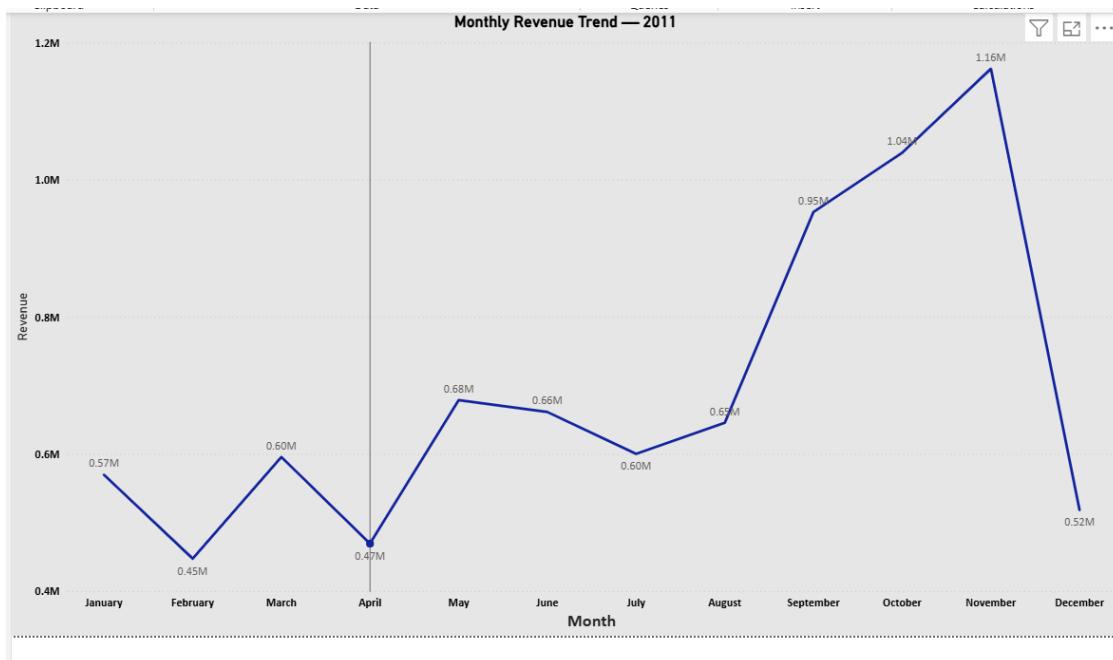
Hello everyone, I'm sharing my analysis of 2011 sales. I looked at trends, top customers, important countries, and global demand to understand how the company performed.

I cleaned the data and made charts to show the insights clearly. The goal is to help see which areas need attention and which markets have potential.

2. Monthly Revenue Trend

This line chart shows monthly revenue.

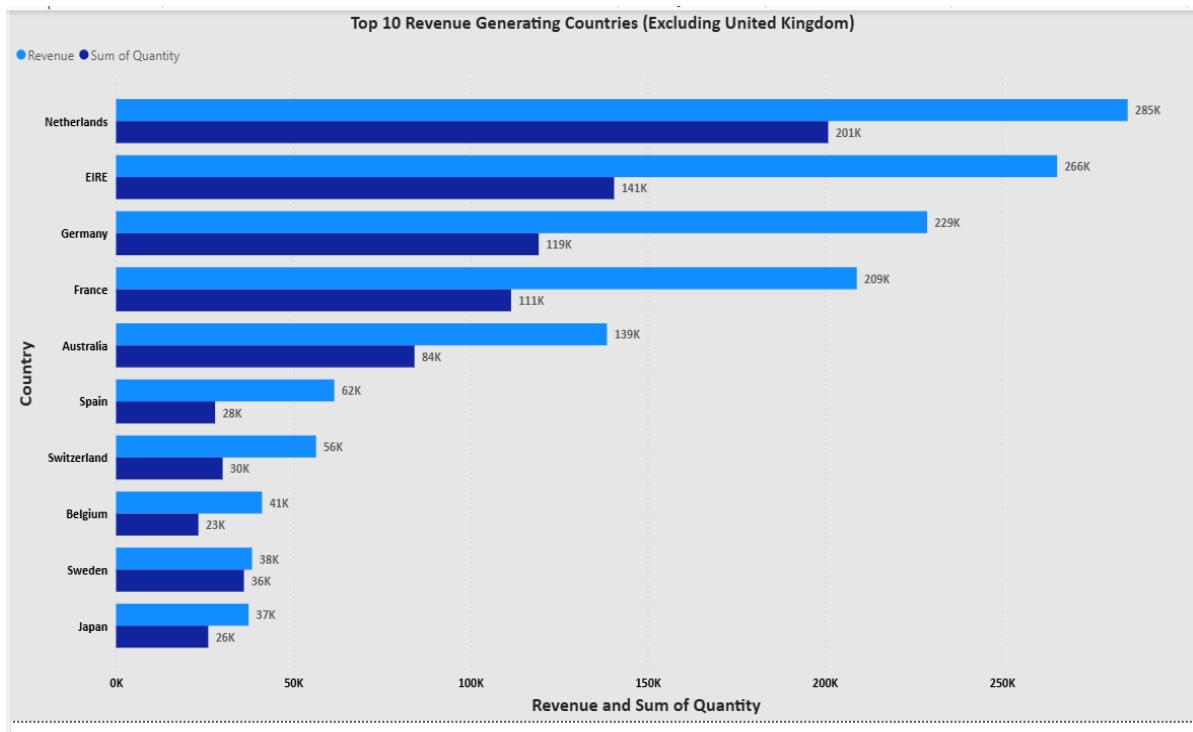
- Revenue was highest in **November at 1.16 million** and lowest in **February at 0.45 million**.
- There's a drop from September to May, which might be due to seasonal changes.



3. Top Revenue Generating Countries

Here are the top countries (excluding the UK).

- Netherlands, EIRE, and Germany** made the most revenue.
- Revenue and quantity don't always match; for example, **EIRE has high revenue but fewer items sold.**

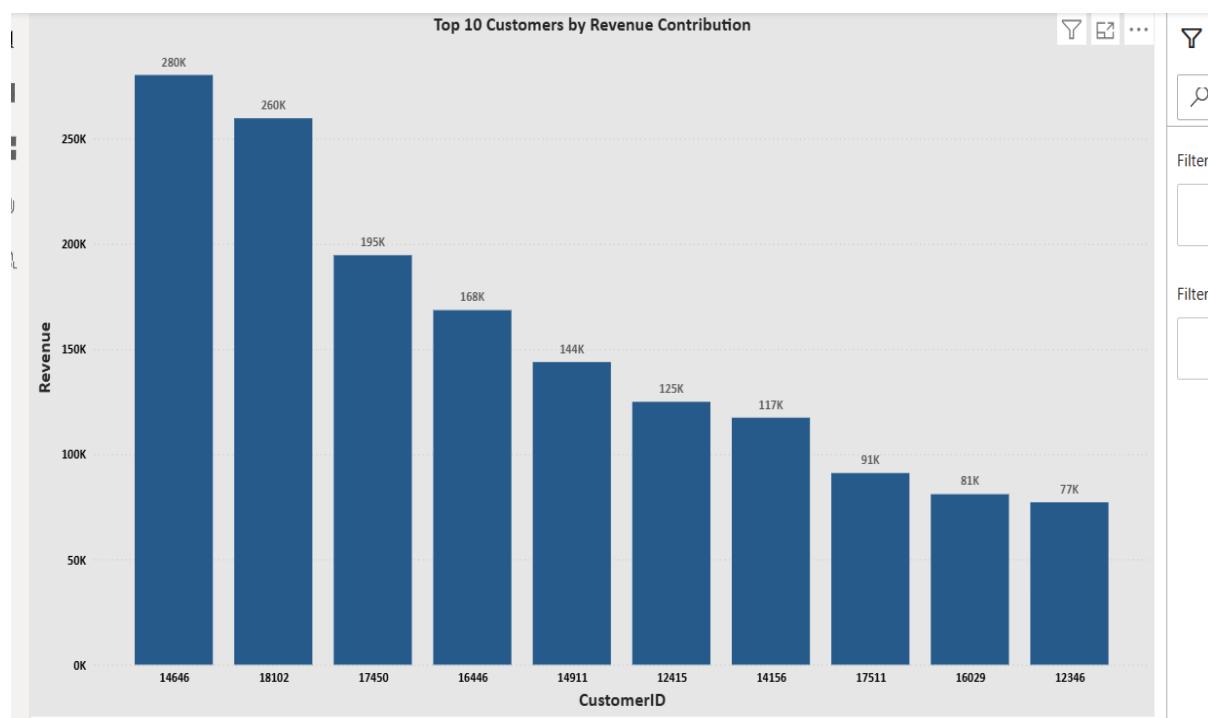


4. Top Customers

This chart shows the top 10 customers.

- They bring a big part of the total revenue.
- **Customers 14646 and 18102** together make over 500K.

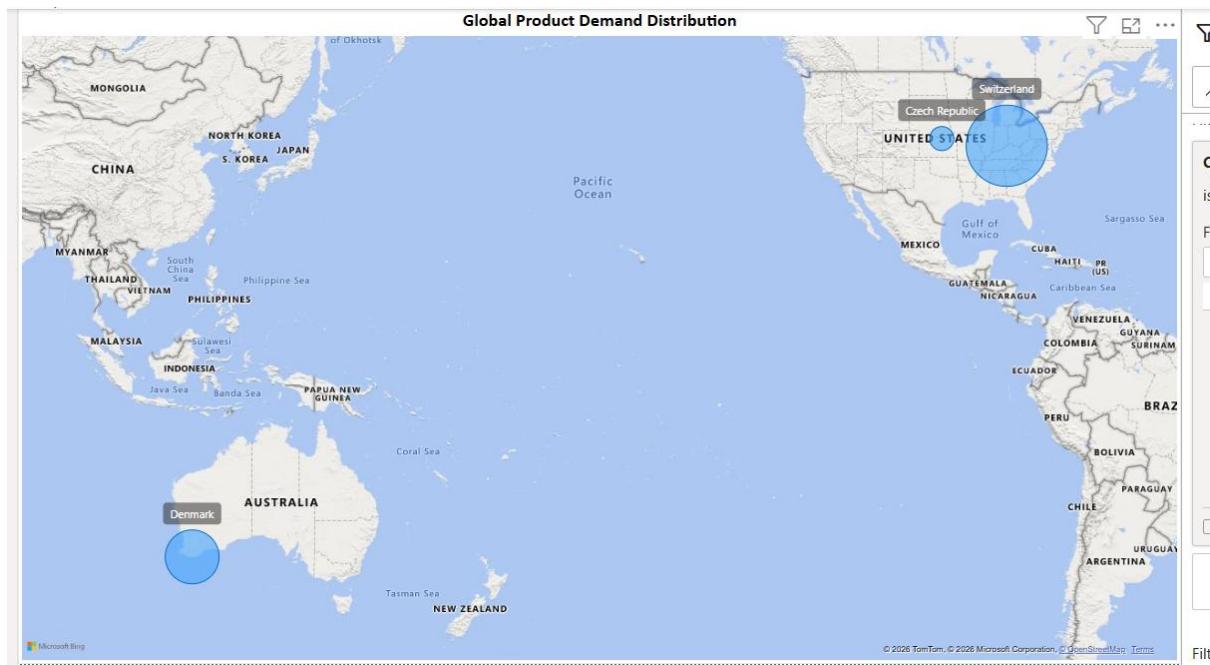
We can focus on these customers for better marketing and retention.



5. Global Product Demand

This map shows where products are most demanded.

- Mostly in **North America, parts of Europe, and Australia**.
- Excluding the UK helps focus on new opportunities.



6. Conclusion & Recommendations

- Revenue drops in some months, especially early in the year.
- Certain countries and customers bring most of the revenue.
- Global demand shows areas for expansion.

Suggestions:

- Focus on top countries.
- Keep top customers happy.
- Explore underperforming markets.

Thank you!