**Executive Summary**

The project focuses on getting insights into the company revenue generated from customers based on gender, material statues, age group, countries and values.

**Tools used:**

Excel was used to clean and analyze the dataset, while tableau was used for the visualization of the dataset.

**Source of Dataset**: The dataset with 17422 rows was source from different countries where the customers are located.

**Observation:**

The percentage of revenues generate from the Male customers is higher that the female customers.

The are more revenue generated from the married customers.

More revenue is generated from adult’s customers (35yrs-49yrs).

They are more revenue generated from the convince seeker customers.

The highest revenue was generated on the weekday 11th May 2014.

The second quarter of 2014 gives the highest revenue.

The highest order was made on year 2013.

Australia has the highest revenue.

**Recommendation:**

The company should extend it sales drive to more female customers, brand seeker customers, casual buyers. They should be deliberate moves to increase their sales in other countries