Good Afternoon,

I'm Shruti Tandon, and I'm eager to share some information with you regarding your company. I appreciate you giving me the leading questions. Seeing the sorts of insights, you expect to derive from the data was useful. I really believe you will find the analysis convincing and useful as you decide how to proceed with your next business prospects.

I want to start by assuring you that I have given the most accurate and current analysis. I cleaned up any records with negative quantities and unit prices after loading the data into my software, since it was necessary to do so in order to give useful analysis.

1st

Regarding your first query, the CEO has asked for a revenue trend to determine whether retail sales are seasonal. According to the data, there are several months of the year that have significant development. According to the statistics, the first five months of Revenue from January to May were fluctuating, with an average of $0.65M or $650K (Six hundred fifty thousand US dollars) in revenue per month. From May to August the Revenue was quite stable with an average of $0.75M or $750K. The increase in revenue begins in September, when it grows by 40% over the previous month. This pattern persisted up until November, when it rose to 1.51 million US dollars, the largest amount of the whole year. However, there is a decrease of $0.05M in Revenue in the month of December. This research demonstrates how seasonality affects retail store sales.

2nd

The top 10 countries with the most potential for growth are represented in the second graph. Since the UK already has a large demand and I understand you are more interested in nations where demand may be boosted and there is a chance of expansion, thus UK is not included in these statistics. According to the data, Revenue, and the demand i.e., quantity are quite high in nations like the Netherlands, Ireland, Germany, and France. To guarantee that steps are taken to further seize these markets, I would propose concentrating on these nations.

3rd

The top 10 consumers who have made the most purchases from the business have been the subject of the third study. According to the statistics, there is not much difference between the top 10 consumer purchases. The fact that the highest revenue-producing consumer only spent 20K more than the second highest demonstrates that the company does not rely solely on a small number of consumers to generate income. This demonstrates that consumers' ability to negotiate is limited and that the state of business is positive.

4th

The map chart concludes by comparing the places that have produced the greatest revenue to those that have not. Apart from the UK, it is clear that nations like the Netherlands, Ireland, Germany, France, and Australia generate large profits, and the company should invest more in these nations to boost product demand. The map also reveals that the majority of sales occur only in the European zone, with only a small number in the American region. Along with Russia, there is no market for the items in Africa or Asia. Sales revenues and profitability might increase with the implementation of a fresh strategy focused on these areas.

I much appreciate your time. After you've had a chance to process this material, if you have any questions about the analysis or would want to see anything additional, I would be glad to create it for you.

Thank You