

Hello, I am Sudheer N Poojari and I am delighted to provide you with some valuable insights about your business. Thank you for sharing the guiding questions that helped me understand the type of analysis you were seeking. I am confident that the analysis I have conducted is accurate and up-to-date.

To answer your first question, I analyzed the revenue trend to identify any seasonality in store sales. I removed records with negative quantities and unit prices to ensure a meaningful analysis. The data indicates that there is exceptional growth during certain months of the year, with a constant revenue of around \$685k generated during the first eight months. However, revenue significantly increases from September to November, reaching a peak of 1.5 million USD. Unfortunately, incomplete data for December prevents me from drawing conclusions. This trend confirms that seasonality impacts retail store sales during the last four months of the year.

The second analysis focuses on the top 10 countries that present growth opportunities. Excluding the UK due to its high demand, I found that the Netherlands, Ireland, Germany, and France have high unit volumes and revenue generated. I suggest focusing on these countries to capture the market further.

The third analysis evaluated the top 10 customers who have made the most purchases. Interestingly, the difference between the purchases made by the top 10 customers is not significant, indicating that the business is not reliant on a few customers to generate revenue. This implies a low bargaining power of customers and a positive position for the business.

Lastly, the map chart displays the regions that have generated the most revenue, with countries such as the Netherlands, Ireland, Germany, France, and Australia contributing significantly, apart from the UK. The analysis highlights a minimal demand for products in Africa, Asia, and Russia, with most sales concentrated in the European region. Therefore, a new strategy should target these areas to increase sales revenue and profitability.

Thank you for your time. If you require any further information or have additional questions about the analysis, I would be more than happy to assist you.