<https://www.loom.com/share/062564db5e704231844ca60297987f11?sid=83dd3934-1a37-46d2-a905-fe34caf00908>

**Good Morning, Everyone,**

My name is Sai Teja, and I’m excited to share some useful insights about your company’s data and offer some suggestions for future business growth. The questions you provided guided this analysis and helped me focus on areas that matter most to your business.

Before we begin, I want to let you know that I carefully checked the data to ensure its accurate and up-to-date. Any unusual data, like records with negative quantities or prices, was cleaned to make sure the findings are reliable.

Let’s go through the results now.

**1. Revenue Trends Over the Year**

The first question was about whether retail sales show seasonal patterns. Based on the data, there is a clear pattern:

* From **January to August**, revenue stayed steady, averaging around **$685,000** per month.
* Starting in **September**, revenue increased sharply—about **40% higher than August**.
* This growth continued in October and November, with November reaching the highest revenue of the year at **$1.5 million**.
* Unfortunately, December’s data is incomplete, so we can’t be sure about its performance.

This shows that **sales increase a lot in the last quarter of the year**, likely due to holidays, promotions, and year-end activities.

**Suggestion:**  
Focus more on advertising, stocking up, and running promotions during the last few months of the year to take advantage of this seasonal boost in sales.

**2. Growth Potential in Other Countries**

The second question was about finding countries with the best growth potential, excluding the UK, which is already a strong market.

Here’s what I found:

* Countries like **the Netherlands, Ireland, Germany, and France** are performing well, with high sales and revenue.
* These countries have room for further growth and could help your company increase its market share.

**Suggestion:**  
Consider investing in advertising, partnerships, or better logistics in these countries for more growth potential.

**3. Top Customers**

The third part of the analysis looked at the company’s **top 10 customers** based on their purchases.

Here’s what I noticed:

* The top customer contributed only **17% more revenue** than the second-highest customer.
* This means there’s a healthy balance among your top buyers, which reduces the risk of relying too much on one or two customers.
* This also shows that your customers don’t have much power to demand better deals, which is good for your company.

**Suggestion:**  
Keep building relationships with these top customers while also trying to find new ones to reduce risks and grow your business further.

**4. Revenue by Region**

Finally, I looked at how revenue is distributed across regions:

* Apart from the UK, countries like **the Netherlands, Ireland, Germany, France, and Australia** bring in a lot of revenue. These regions deserve more focus to keep growing their demand.
* On the other hand, sales are very low in **the Americas, Asia, Africa, and Russia**.

**Suggestion:**  
Think about entering these underrepresented regions. Tailor your strategies to the specific needs of these areas, as they have the potential to bring in more sales and profits.

**Conclusion**

To wrap it up:

1. Take advantage of the **strong seasonal trends** by focusing on the last quarter of the year.
2. Focus on growing in countries like **the Netherlands, Ireland, Germany, and France**.
3. Keep a good balance of customers while expanding your client base.
4. Explore new markets in **the Americas, Asia, Africa, and Russia** for long-term growth.

Thank you so much for letting me share this analysis. I hope it helps your company make smart decisions for the future.

Thank you.