Good day,

I am Fortune, a business and data analyst, I have been tasked to analyze your data and produce meaningful insights about your data. Fortunately today, I am here with some meaningful insights that I believe can push your company to greater heights and also increase your marketing productivity.

After reading through the business demands, I highlighted some key things I believed that the CEO and the CMO were interested in seeing in the report. I went ahead to clean up your data, I removed all negative quantities and unit prices from your data, and then added a sales column which was [unit prices] \* [quantity] to get your revenue.

## Insights

1. As requested by the CEO see the monthly trend of the data in 2011 and also check if there is a seasonal trend. According to the data, the first four-month recorded an average of $618k (Six hundred and eighteen thousand dollars), the sales dropped in both February and April by 15% and 13% respectively when compared to the average of the first four months. For the next four months, May to August, there was a steady trend in revenue with an average of $768k (Seven hundred and sixty-eight thousand dollars). The month of September saw a significant increase in revenue by 40% compared to the previous month August revenue stood at $760k (Seven hundred and sixty thousand dollars) which was $1,058,590 (One million fifty-eight thousand five hundred and ninety dollars). This trend pattern continued to the month of November which had your highest revenue which was 1.5 million dollars. Unfortunately, the data for December is insufficient as it only has 9 days but the total revenue for that 9 days is $640k (Six hundred and forty thousand dollars) which at this current rate could break the $2 million mark. This result shows that there is seasonality in the data affecting the last four months positively.
2. As requested by the CMO get the top ten countries generating the most revenue excluding the United-kingdom. According to the data, the Netherlands top the chart with around 201 thousand good sold and a revenue of 286 thousand dollars. The Republic of Ireland and Germany are not quite far off from the top with total revenue of 284 thousand dollars and 229 thousand dollars. The top ten countries have a total of 1.38 million dollars in revenue which contributes to a total of 13% of the total revenue. The Netherlands, Republic of Ireland, Germany, Poland, and Australia are the only countries excluding the UK with over 100 thousand dollars worth of revenue.
3. The third chart shows the customers producing the most revenue for the customers. According to the data, your most valuable customer has an ID of 14646 and hails from the Netherlands with 280 thousand dollars in sales which is just 2.6% of the total revenue. According to your data, there are 397924 different customers, which shows the diversity in your customers and that the company is not dependent on some customers.
4. The last dashboard shows a map chart of product demand by country. From the chart it is clear that the Europeans have ordered and bought more goods when compared to other continents, the middle easterners have also bought a large amount of product. Apart from Europe, Australia(one country), and the middle east, the other regions are not top well. The company may do well to improve its marketing in Europe and the middle eastern regions, especially during the last four months of the year, and for the regions that have low demand, the company can re-strategize to boost sales in those regions.

I appreciate your time, If you have any questions or additional requests, please do well to forward them to him.