* Greetings, it's Anh, and I'm thrilled to share some insights regarding your business. I appreciate your guiding questions as they helped me understand the type of information you are seeking from the data. I hope you find the analysis useful and persuasive as you make decisions about your business's future opportunities.
* To begin with, I want to confirm that I have provided you with the most recent and accurate analysis. After importing the data into my software, I removed any records with negative quantities and unit prices as these entries would not be useful for the analysis.
* Regarding your first question, the CEO requested an overview of revenue trends to determine if there is any seasonality in store sales. My analysis shows that some months of the year have significant growth in revenue. The data indicates that the revenue generated in the first eight months of the year is relatively stable, with an average revenue of around $685k. However, revenue begins to increase in September, rising by 40% compared to the previous month. This trend continues until November, where it reached the year's peak at 1.5 million USD. Unfortunately, the data for December is incomplete, and we cannot draw any conclusions from it. This analysis shows that seasonal trends usually affect retail store sales in the last four months of the year.
* The second visual presents how the top 10 countries with potential growth opportunities are performing. As the UK already has high demand, we excluded it from the analysis. The data reveals that countries such as the Netherlands, Ireland, Germany, and France have high volumes of units purchased and revenue generated. I recommend focusing on these countries to ensure that we capture these markets further.
* The third analysis focuses on the top 10 customers who made the most purchases at the store. The data indicates that there is not much difference between the purchases made by the top 10 customers. The highest revenue-generating customer only bought 17% more than the second-highest, indicating that the business is not solely reliant on a few customers to generate revenue. This suggests that the bargaining power of customers is low, and the business is in a favorable position.
* Lastly, the map chart shows the regions that have generated the most revenue and those that have not. Apart from the UK, countries such as the Netherlands, Ireland, Germany, France, and Australia generate high revenue, and we should invest more in these areas to increase demand for products. The map also indicates that most sales are in the European region, with very few in the American region. Africa and Asia do not have any demand for the products, and Russia also seems to be underperforming. A new strategy targeting these areas has the potential to boost sales revenue and profitability.
* Thank you for your time. If you have any further questions or would like additional information after digesting this analysis, I would be happy to provide it.