Yamini here, and I'm eager to give you some information about your business. I appreciate you asking me the questions that are leading. It was helpful to see the kinds of insights you would anticipate from the data. I have every confidence that as you choose how to approach your upcoming business prospects, you will find the analysis to be persuasive and helpful. To begin with, let me reassure you that I have provided the most accurate and up-to-date analysis. After entering the data into my software, I removed any records with negative quantities and unit prices because doing so was necessary to provide useful analysis.

**Insights from task1:**

CEO has requested a revenue trend to determine whether retail sales are seasonal in response to your first question. The data show that there are several months throughout the year that experience significant growth. Statistics show that the first eight months of sales, from January to August, were extremely stable, with monthly revenue averaging $685K (six hundred eighty-five thousand US dollars). Beginning in September, when it increases by 40% over the previous month, revenue starts to rise. Up until November, when it increased to 1.5 million US dollars, the highest sum of the entire year, this pattern persisted. Unfortunately, no conclusions can be drawn from the data for December because there is not enough of it.

**Insights from task2:**

The second graph shows the top ten countries in terms of growth potential. The UK is not included in these statistics because it already has a high demand and I understand that you are more interested in countries where demand might increase. The data show that countries like the Netherlands, Ireland, Germany, and France have quite high income and unit sales. I would suggest focusing on these countries to ensure that actions are taken to further capture these markets.

**Insights from task3:**

The third study focused on the top 10 customers who have purchased the most products from the company. The statistics show that the top 10 consumer purchases don't differ all that much. The company does not rely solely on a small number of customers to generate revenue, as evidenced by the fact that the highest revenue-producing customer only spent 17% more than the second highest. This shows that consumers' negotiating power is constrained and that business conditions are favorable.

**Insights from task4:**

The map chart compares the locations that have generated the most income to those that have not. In addition to the UK, it is evident that countries like the Netherlands, Ireland, Germany, France, and Australia produce significant profits; therefore, the company should invest more in these countries to increase the demand for its products. The map also shows that only a small portion of sales take place in the American region, with the majority taking place in the European zone. Africa and Asia do not have markets for the products, along with Russia. With the implementation of a new strategy targeted at these areas, sales revenues and profitability may rise.