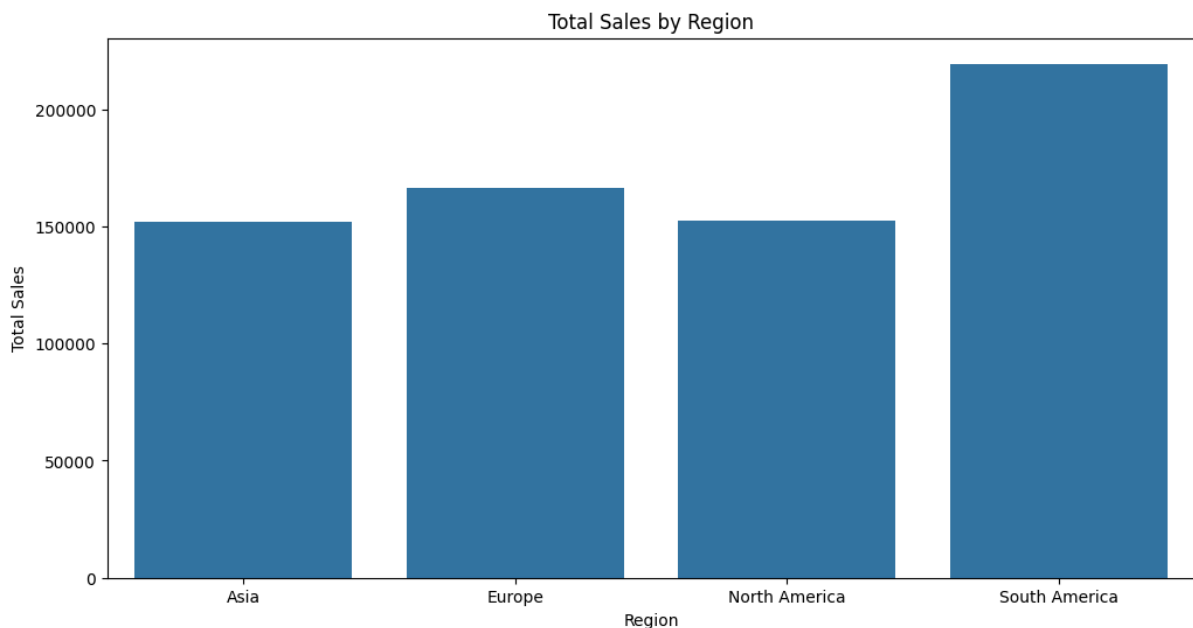


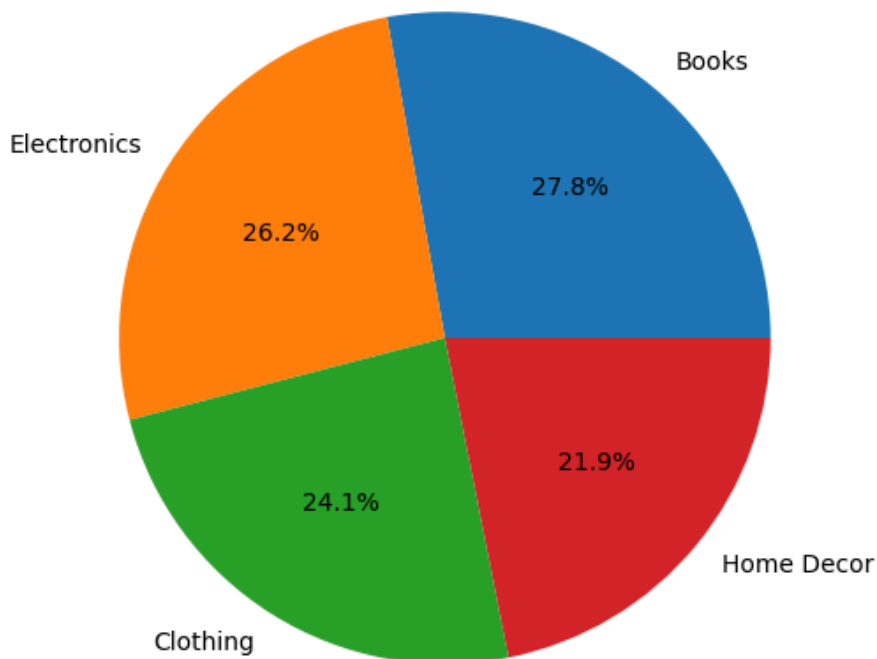
Business Insights



Regional Performance:

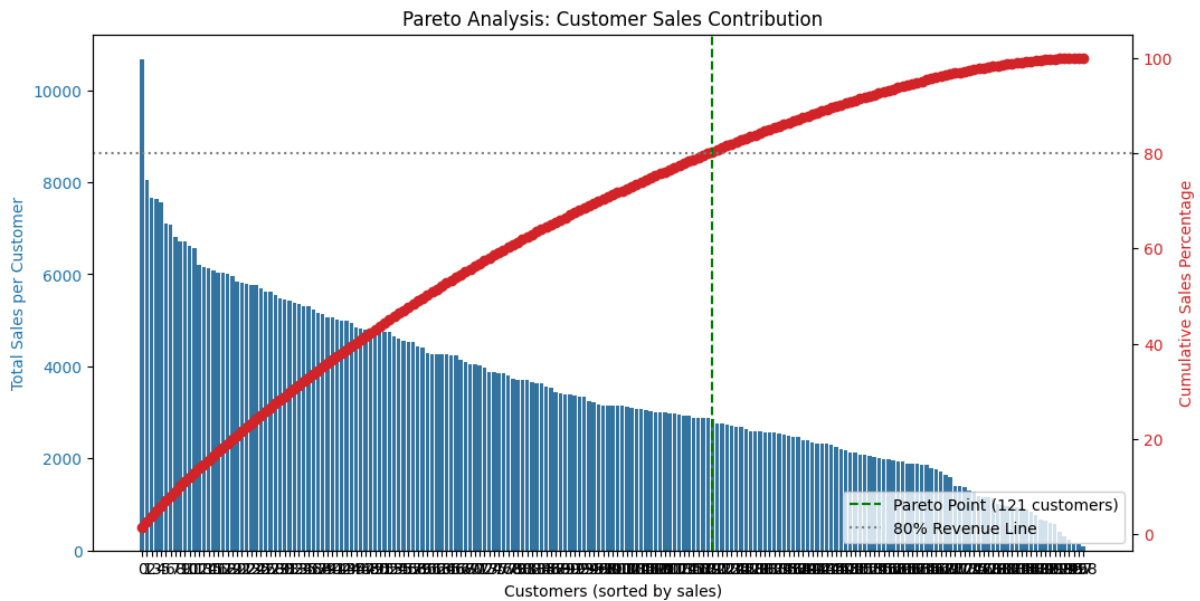
- South America: A good market to sell into-assured demand and good marketing means that further investments will reap high returns.
- Europe: Stable performance, placed second in total sales. Work for retaining customers to support growth.
- Asia & North America: Are weak hours of trade which also offer huge potential for growth. Due analysis to be focused on constraints such as competition, distribution and consumer preference.
- Learn Winning Strategies: Based on the successful strategies adopted in South America for pricing, promotion, and product-market fit, apply such tactic to the weak zones.
- Ramp Up Sales in Asia & North America: Work on localized marketing, better supply chain systems, and develop strategic partnerships for improved penetration into the markets.

Sales Distribution by Product Category



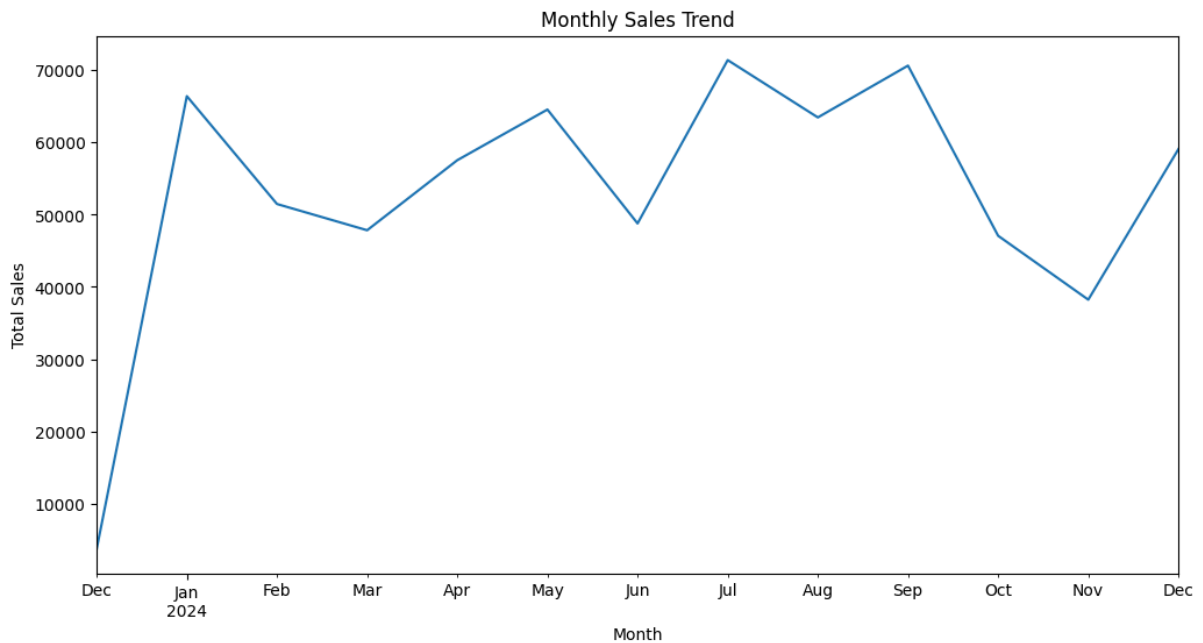
Product Category Dominance:

- Books account for 27.8% of total sales and are the biggest category. Highly focus on intensified marketing and special promotions to go higher.
- Electronics & Clothing: Combined, the total for these two contributed to 50.3% of sales. Cross-banding products will allow greater customer engagement and secure a sustained market position.
- Home Decor: Very poor showing: 21.9%. Consider intensive marketing, bundling with Electronics or Clothing, and starting an exclusive collection.
- Growth Strategy: Diversification by doing Home Decor and Books to reduce reliance on Electronics and Clothing, creating stability of revenue.
- Cross-Sell Strategies: Take the opportunity to sell other wearable products, such as tech accessories with Books or Electronics, decor items with Books, to drive revenues and retain customers.



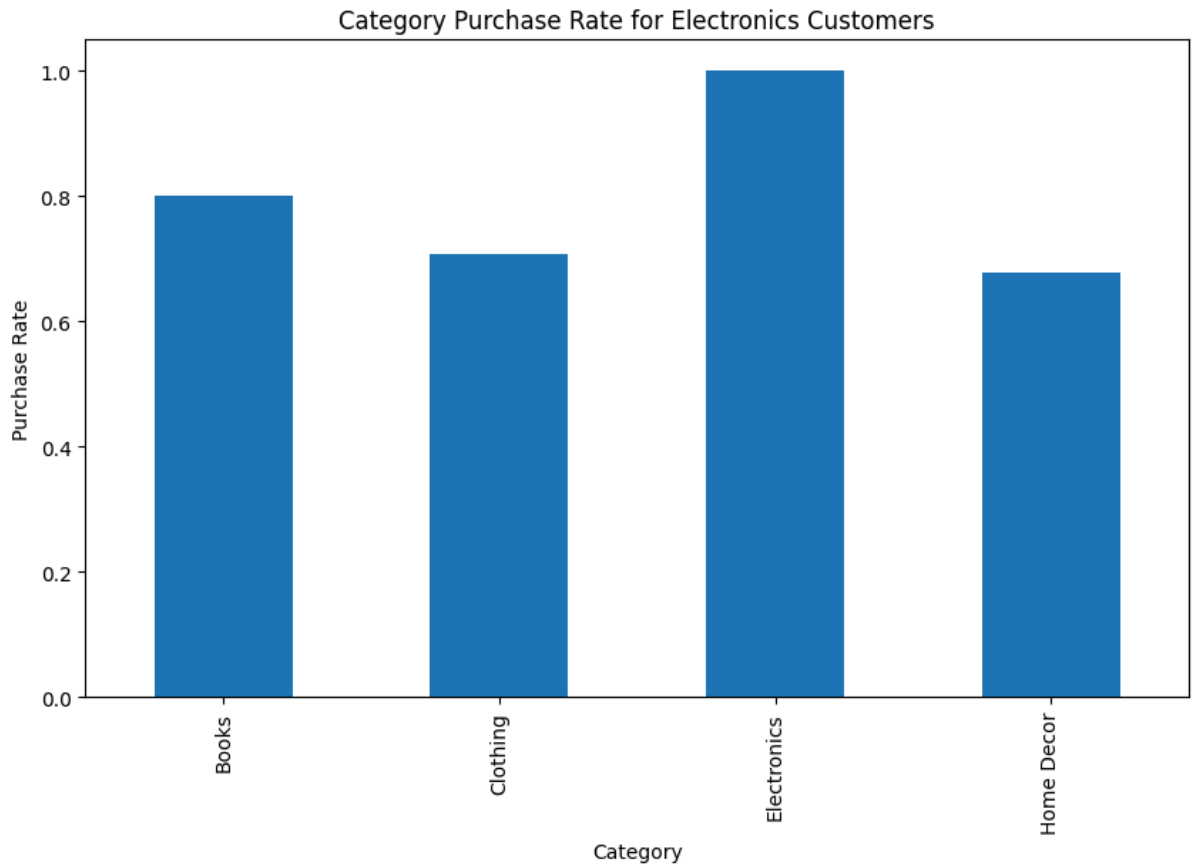
Customer Segmentation:

- Revenue concentration: 60.8% of clients are contributing nearly 80% of revenue in this distribution, in a way that it is skewed.
- Customer segmentation: Create different tiers, such as high, mid, and low tiers, based on revenue contribution and not just on top-tier clients.
- Retention and upselling: Expand high-value segments with targeted incentives, promotions, and product bundling to mid-tier clients.
- Loyalty program: Implement a multi-tier loyalty program (Silver, Gold, Platinum) to aid in retention and increase expenditure within each tier.
- Risk diversification: Reduce heavy dependence on a small clientele, thus increasing stability and resilience.



Seasonal Trends:

The sales trend shows peaks in **January, May, July, and September**, likely driven by seasonal demand. **January's surge** may stem from **New Year promotions**, while **July and September** could be linked to summer and back-to-school sales. The **October-November decline** presents an opportunity for **early holiday promotions**. The company should **optimize inventory, plan seasonal marketing, and leverage off-peak months** for customer retention and loyalty programs. **Analyzing top-performing products** during peak months can refine future inventory and sales strategies.



Cross-selling Opportunities:

Customers who purchase **electronics** have a **high likelihood of also buying books (80%)**, presenting a strong **cross-selling opportunity**. **Targeted recommendations, bundle deals, and strategic product placements** (e.g., e-readers with books) can **boost sales**. The e-commerce platform should **optimize its recommendation algorithm** to suggest relevant books to electronics buyers. **Content marketing**, such as **tech guides or e-book promotions**, can further drive cross-category purchases. Identifying similar **category correlations** could refine sales strategies and maximize revenue potential.