

# Business insights

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- **Customer Growth:** The consistent increase in customer signups over the years shows that the company's acquisition strategies are working. More customers are being attracted, which is a good sign of growth and a healthy market presence.
- **Product Focus:** Books and Electronics lead in product categories, likely reflecting their popularity. Home Decor, however, may be an area for growth or could be a lower priority, depending on current market demand and strategy.
- **Seasonality in Sales:** Sales trends show fluctuations throughout the year, pointing to a seasonal demand pattern. Promotions or holidays likely play a significant role in this.
- **Marketing Success:** The noticeable spike in sales in September 2024 highlights the effectiveness of marketing campaigns or seasonal events, driving customers to make more purchases.
- **Off-Season Slump:** The decline in sales during December 2023 suggests a seasonal dip, presenting an opportunity to explore promotions or offers to help lift sales in slower months.