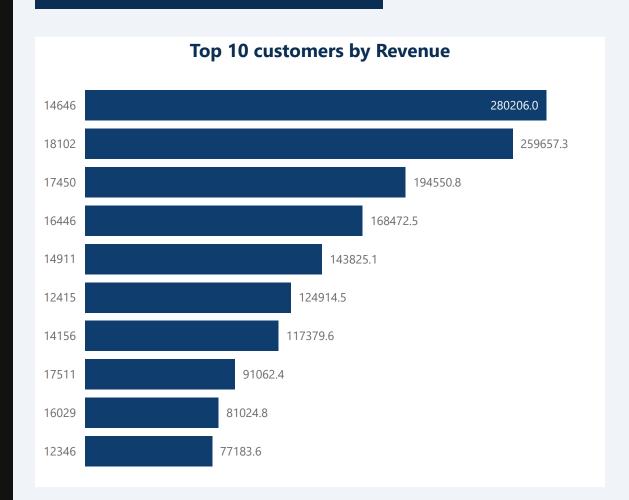
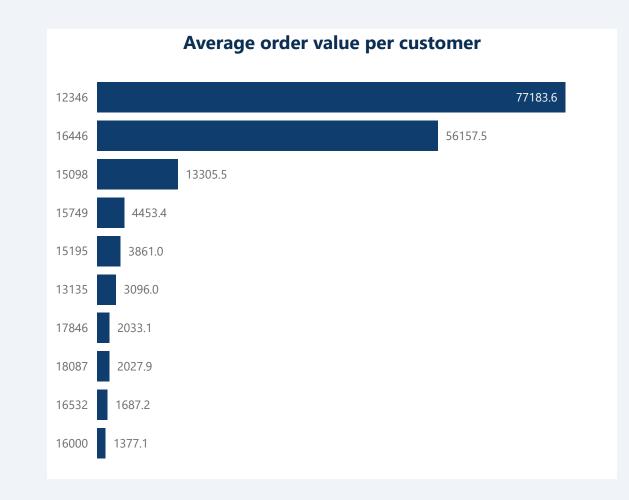


Insight: November is our best month for sales, with the highest revenue of \$1,161,817.4 and 64,545 transactions. On the flip side, **February** is our slowest month, with the lowest revenue of \$447,137.4 and only 19,928 transactions.

Recommendation: Since November is such a strong sales month, we should focus on promotions and marketing in the weeks leading up to it. For February, we could boost sales by offering special discounts or deals to attract more customers during that slow period.

Customer Insights

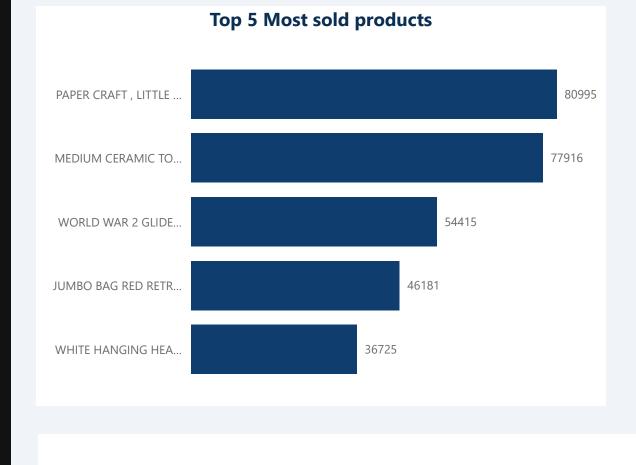


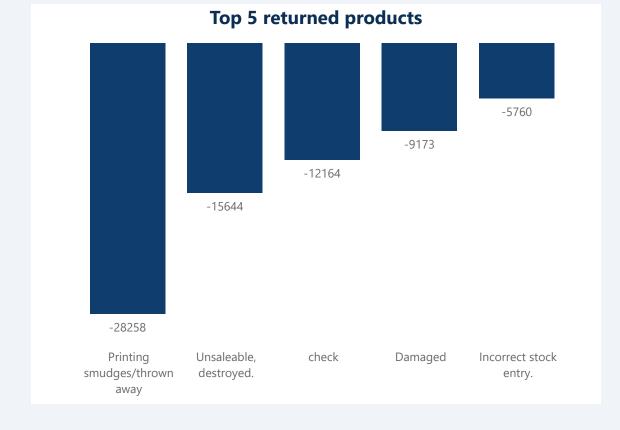


Insight: Our top customers are those with IDs **14646**, **18102**, **17450**, **16446**, **14911**, **12415**, **14156**, **17511**, **16029**, and **12346**. Customer **12346** stands out with the highest average order value of **\$77,183.60**.

Recommendation: We should focus more on these top customers. Offering them loyalty programs, personalized discounts, or early access to new products can keep them coming back and spending more, which will help with customer retention.

Product Performance





-896,812.5
Total Revenue Lost by Returns

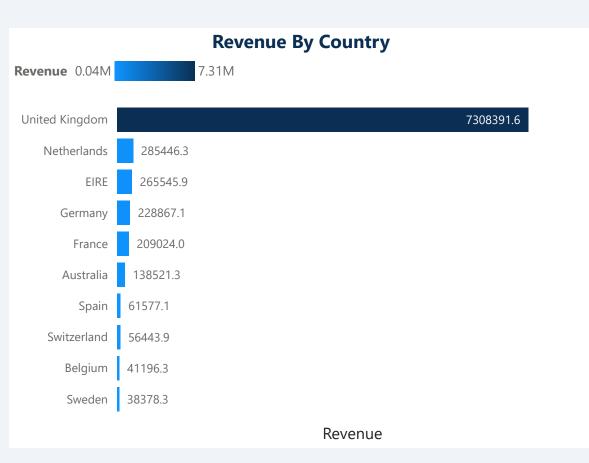
Total Revenue Lost by Returns

Insight: The product Paper Craft Little Birdie is our top seller, with 80,995 units sold. However, I couldn't identify the most returned product because the data mixes products with reasons for return. I was able to find out that the returns have led to a revenue loss of \$896,812.50.

Recommendation: We should promote our best-selling products, like Paper Craft Little Birdie, and make sure they're always in stock. For the products with the most returns, it's important to find out why customers are returning them—it could be a quality or shipping issue. Also, we need to organize our data better, separating products from return reasons, so we can easily track returns in the future.

Geographical Analysis

more revenue from other regions.



Country ▼	Revenue	Transactions
USA	3,580.39	179
Unspecified	2,667.07	244
United Kingdom	7,308,391.55	354345
United Arab Emirates	1,902.28	68
Switzerland	56,443.95	1842
Sweden	38,378.33	45
Spain	61,577.11	248
Singapore	21,279.29	227
Saudi Arabia	145.92	9
RSA	1,002.31	58
Total	8,911,407.90	397924

 Switzerland
 36443.9

 Belgium
 41196.3

 Sweden
 38378.3

 Revenue
 Total

 145.92
 9

 RSA
 1,002.31

 1463
 32,430.90

 1463
 397924

breakdown by country, we can see other markets are doing okay, but some regions are underperforming. **Recommendation**: Since the UK is our strongest market, we should focus on a marketing strategy that targets UK customers. At the same time, we should look for ways to grow sales in countries where we're not doing as well. This could help us bring in

Insight: The UK is our biggest market, generating \$7,308,391.6 in revenue, making up most of our sales. When we look at the