

# Business Insights

## 1. Top Revenue-Generating Products

The top 5 products make up nearly 50% of total sales, showing a strong reliance on a few key items.

## 2. Regional Sales Disparity

Sales vary significantly across the four regions. The top-selling region makes almost three times more revenue than the lowest one. This suggests that different regions may need different marketing strategies.

## 3. Customer Purchasing Trends

About 60% of customers buy only once, while around 10% make repeat purchases. A loyalty program could help keep customers coming back and boost sales.

A key insight is that Tuesday and Wednesday have the highest sales, especially Tuesday with the most revenue. These days show that customers are more likely to spend more. To boost revenue, the business can focus on offering special promotions or discounts on these days to encourage even more spending. By targeting these days with tailored marketing strategies, the business can increase both the number of transactions and the value of each sale.

## 4. Seasonal Demand Fluctuations

Sales go up a lot during festive seasons, leading to a 30% increase in revenue. Planning stock wisely during these times can help avoid shortages or extra inventory, making sure products are available when customers need them.

## 5. Product Price Impact on Sales

Lower-priced products tend to have higher transaction volumes, but mid-priced products contribute the most to total revenue. Optimizing price points can balance volume and profitability.