

Why Are Some Product Categories Underperforming?

\$1.81M

Total Sales

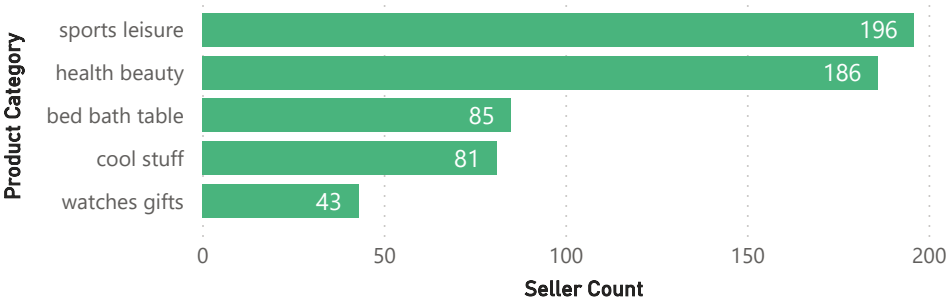
1428

Total Sellers

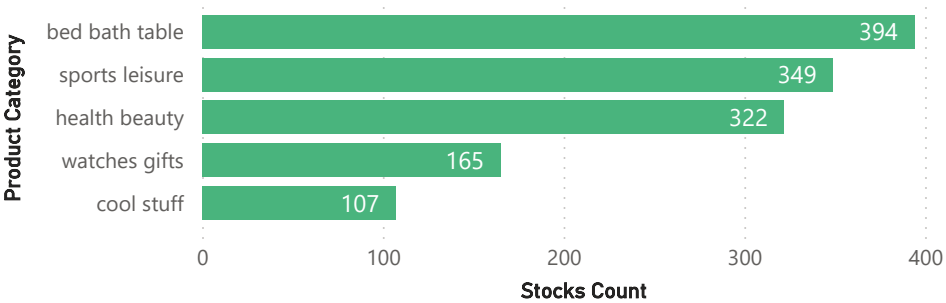
14.92K

Total Orders

Seller Count - Top Product Category



Stock Count - Top Product Category



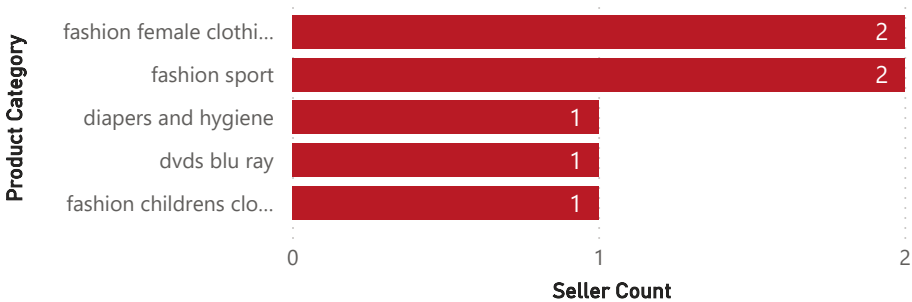
Top 5 Categories by Sales

Product Category	Total Sales
health beauty	\$154,157.13
watches gifts	\$145,914.4
sports leisure	\$139,049.67
cool stuff	\$136,305.5
bed bath table	\$129,748

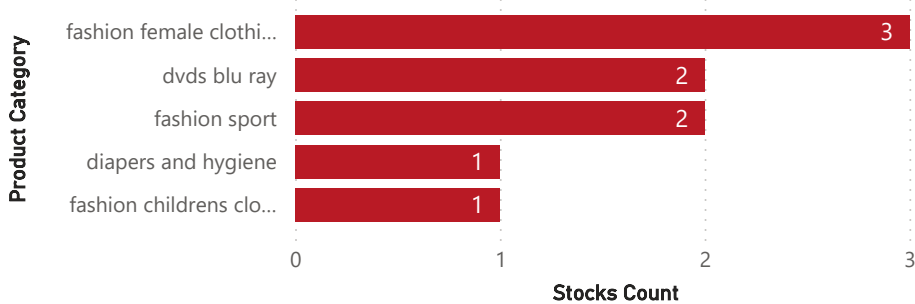
Top 5 Underperforming Categories by Sales

Product Category	Total Sales
dvds blu ray	\$31.8
fashion female clothing	\$129.79
diapers and hygiene	\$134.9
fashion sport	\$139.85
fashion childrens clothes	\$179.98

Seller Count - Top 5 Underperforming Product Category



Stock Count - Top 5 Underperforming Product Category



Business Insight

Underperforming Categories sell less because they have fewer sellers and limited choices for buyers. With fewer options and sellers, customers are less likely to find what they want—resulting in lower sales.