

# Why Are Some Product Categories Underperforming?

\$1.81M

Total Sales

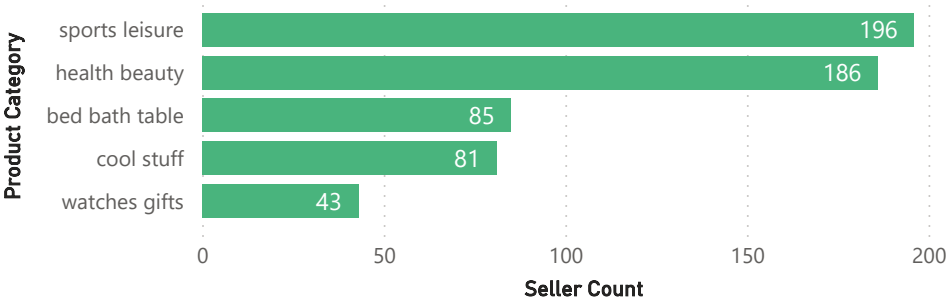
1428

Total Sellers

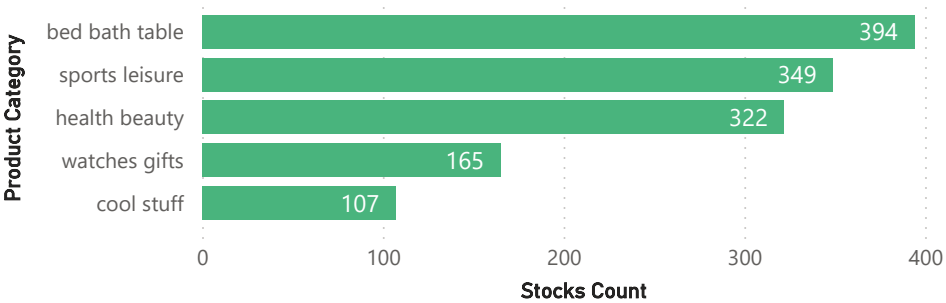
14.92K

Total Orders

Seller Count - Top Product Category



Stock Count - Top Product Category



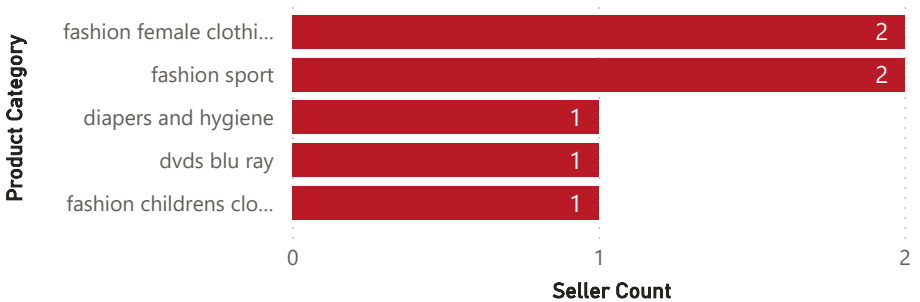
Top 5 Categories by Sales

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

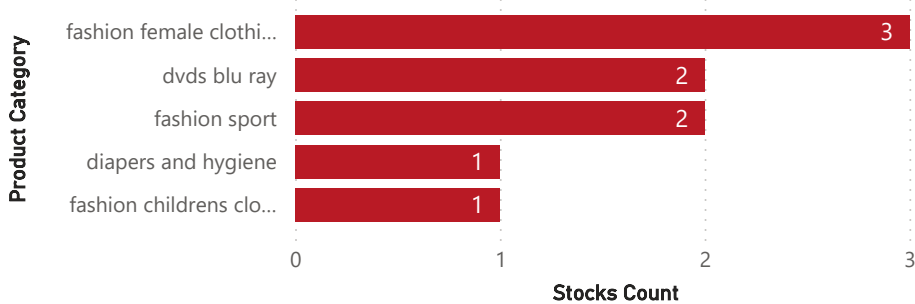
Top 5 Underperforming Categories by Sales

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 Product Category



Stock Count - Top 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.