

NAME: BHAVANA PERECHARLA

Customer Insights:

1. **South America** has the highest number of customers, contributing significantly to overall sales.
2. **North America** and **Europe** also show strong customer engagement but have fewer customers than South America.

Product Insights:

3. The **Books** category leads in both total sales (\$192,147.47) and product variety (26 unique products).
4. **Electronics** and **Clothing** follow closely, with total sales of \$180,783.50 and \$166,170.66, respectively.
5. The top-selling products overall are **P059**, **P054**, and **P029**, with **P029** generating \$19,513.80 in sales alone.

Regional Insights:

6. **South America** has the highest total sales (\$219,352.56), with **ActiveWear Smartwatch** being the top-selling product in the region.
7. **Asia's** top-selling products include **BookWorld Sweater** and **ActiveWear Smartwatch**, though it ranks fourth in total sales.

Seasonal Insights:

8. The **7th month (July)** recorded the highest sales of \$71,366.39, possibly due to seasonal promotions or holidays.

Category-specific Product Insights:

9. The top 5 products in **Books** include **SoundWave Novel** and **BookWorld Cookbook**, showing a mix of fiction and practical utility.
10. **ActiveWear Jacket** and **BookWorld Sweater** are among the best-sellers in **Clothing**, indicating customer preference for winter apparel.
11. **ActiveWear Smartwatch** and **SoundWave Headphones** dominate **Electronics**, highlighting strong demand for wearables and audio products.
12. **ActiveWear Rug** and **SoundWave Desk Lamp** are popular in **Home Decor**, reflecting demand for functional yet aesthetic products.

Additional Insights:

13. The **top 10 products** by sales include items from all major categories, with **P029** leading the list.
14. The **least 10 products** by sales, such as **P044** and **P056**, may require promotional efforts or inventory review.
15. The **average sales per transaction** is \$689.99, suggesting that customers are willing to spend significantly in a single purchase.

Recommendations:

16. Focus on **Books** and **Electronics** for strategic marketing efforts, as these categories are consistently high-performing.
17. Increase inventory and promotion of best-sellers like **ActiveWear Smartwatch** in high-performing regions like South America.
18. Investigate reasons for poor performance of products in the **least sales list** to identify potential improvements.
19. Use insights from **seasonal sales trends** to plan targeted promotions in July.