

Report

- South America Generates the Highest Total Revenue(\$219,352.56) when compared to Europe(\$166,254.63), North America(\$152,313.40) and Asia(\$152,074.97) , . However, the Asian Market shows significantly High Sales(\$49,353.09) in the Clothing Category with respect to Other Regions, Suggesting a need for region-specific marketing strategies to Target the Clothing Category in the Asian Region.
- The Books Category leads to Maximum revenue Generated(\$192,147.47) when compared to Electronics(\$180,783.50),Clothing(\$166,170.66) and Home Decor(\$150,893.93).Electronics and Clothing Categories follow closely indicating Competetive Performance. So leveraging the popularity of the books category to drive traffic to other categories can also be a good option or bundling home decor products along with books to increase sales of home decor products
- Looking at the Monthly Sales Trend, we can see Sales peak in January (\$66,376.39), May (\$64,527.74), July (\$71,366.39,) and September (\$70,603.75), with July being the highest, and lows in March (\$47,828.73), June (\$48,771.18) and November (\$38,224.37). We can focus more on marketing campaigns in low-sales months and manage inventory in high-sales months.
- In the Clothing Category, there is a stark difference in prices of most sold and least sold products, with higher-priced premium products selling more. So we can implement more premium products and premium pricing in the Clothing category
- There are 50 high spenders, and 24 loyal customers with an Average Yearly Customer Value(AYCV) of \$3467.31 and an average product price of \$267.55.So we can nurture high Value Customers with exclusive offers and discounts.