

Business insights derived:

- No of customer signups reduced by 11% in 2023, but went up by 39% in 2024
- South America contributes the highest number of signups, accounting for 29.50% of the total customer base.
- South America accounts for the highest revenue, with an average order value of \$721.55 per transaction.
- The Books category generates the highest revenue, contributing 27.85% of total sales.
- The top 10% of customers contribute 19.97% of the revenue, in which South America accounts for more than 45% in the top 10% contributors
- Peak sales is during July, mainly due to 4th of July and also due to back-to-school season