

# Business Insights Report

## 1. Strong Customer Growth in 2024:

Customer signups remained stable (64 in 2022, 56 in 2023, 63 in 2024). Consistent new customer acquisition suggests effective marketing strategies.

## 2. Books and Electronics are the Best-Selling Categories:

Books (226 sales) and Electronics (200 sales) dominate, followed by Home Decor (192) and Clothing (181). Strong demand for reading materials.

## 3. Activewear Smartwatch is the Best-Selling Product:

The Activewear Smartwatch generated the highest total revenue (\$33,094.29), followed by the Soundwave Novel (\$19,950.60) and Soundwave Headphones (\$17,914.73).

## 4. Sales Peak in July, August, and December:

Highest sales in July (\$59,954.71), August (\$54,003.80), and December (\$59,049.20), indicating seasonal demand due to holidays and back-to-school shopping.

## 5. Lowest Sales in December 2023:

December 2023 had the lowest sales (\$2,544.16), while January 2024 saw a huge jump (\$36,850.88), suggesting strong post-holiday shopping trends.

## 6. Sales Growth Trend Throughout 2024:

Monthly revenue increased steadily, peaking in July. Consistent growth indicates strong customer engagement and expanding market reach.

## 7. Bulk Purchases Drive High Revenue:

Many customers purchase multiple items per transaction, indicating a demand for bundled offers and corporate purchases.

## 8. Steady Demand for Educational Products:

TechPro Textbook (\$17,084.36) and TechPro Cookbook (\$16,656.00) rank among top sellers, showing strong demand for learning materials.

## 9. Diverse Product Preferences Across Categories:

Top 10 products include smartwatches, books, headphones, rugs, cookware, and clothing,

indicating a balanced demand across multiple segments.

#### 10. High Demand for Smart & Wearable Technology:

The Activewear Smartwatch and Soundwave Headphones rank among the highest-grossing products, showing a growing market for smart devices and audio accessories.