

# Business Insights Report

## Business Insights Report:

### 1. **Sales Distribution by Region**:

- South America leads with 31.79% of the total sales.
- Europe follows with 24.10%.
- North America contributes 22.07%.
- Asia has 22.04% of the total sales.

### 2. **Top Product Categories by Sales**:

- The top-selling category is 'Books' with 27.85% of total sales.
- Other categories also show strong performance, including 'Home Decor' with 21.87% of sales.

### 3. **Customer Signup Trends**:

- The number of sign-ups has been growing steadily, with a peak in (2024, 9).
- This suggests a strong interest in the platform during 9 of 2024.

### 4. **Top-selling Products**:

- The top-selling product is 'TechPro Headphones' with the highest sales.
- The other top-selling products include 'TechPro Headphones, ActiveWear Rug, TechPro Cookbook, ActiveWear Jacket, HomeSense Novel', contributing significantly to overall revenue.

### 5. **Additional Insights**:

- The sales performance is significantly higher in South America and Europe, with North America

and Asia showing potential for growth.

- The product sales distribution indicates the dominance of certain categories and products, with room for diversification.