

Updated Business Insights Report

1. **Product Sales Performance**:

- The **ActiveWear Smartwatch** has the highest sales with a total value of \$39,096.97. This indicates that electronics-related products may be a key revenue driver.

2. **Top Selling Products by Quantity**:

- The **ActiveWear Smartwatch** leads in sales quantity with 100 units sold, followed by **SoundWave Headphones (97 units)** and **HomeSense Desk Lamp (81 units)**. The trend shows that tech gadgets and home accessories are popular items in the market.

3. **Sales by Signup Year**:

- **2024** generated the highest total sales value (\$267,361.51), followed by **2022** and **2023**. This indicates that there is a significant upward trend in sales, likely driven by newer products or marketing strategies.

4. **Category-Based Revenue**:

- The **Books** category is the top performer in total sales, contributing \$192,147.47. It suggests that consumers are increasingly investing in reading materials, likely driven by the increased demand for educational and informative content.

5. **Regional Sales Distribution**:

- **South America** leads in sales with \$219,352.56, followed by **Europe (\$166,254.63)** and **North America (\$152,313.40)**. This highlights a strong regional demand, especially in South America, which could prompt targeted marketing campaigns for the region.

6. **High Spenders**:

- The top 10 high spenders are identified, with **Customer C0141** contributing the highest sales of \$10,673.87. This suggests that targeting high-value customers for loyalty programs or

personalized marketing may be beneficial.

7. ****Customer Retention Analysis****:

- Average sales per customer slightly increase over the years since signup, with a peak in ****Year 1 (702.56)**** and a slight decline in ****Year 2 (677.51)****. This indicates that the company is successful in retaining customers, but efforts should be focused on maintaining engagement beyond the first year.

8. ****Top Selling Products by Quantity****:

- ****ActiveWear Smartwatch**** leads in both total sales value (\$39,096.97) and quantity sold (100 units), indicating its popularity among customers. It is a key product for driving revenue.