

Recommendation

1. Total Revenue Over Time: Revenue peaked in January and has been declining, with a slight increase in April. Investigating the factors that led to high sales in January and applying those strategies in other months could help stabilize and increase monthly revenues.

2. Total Revenue by Regions: North America is the highest revenue-generating region. Expanding marketing efforts and improving logistics in this region can further increase sales. Additionally, identifying and addressing the barriers in Europe and Asia could help boost revenue in these regions.

3. Top 10 Products by Units Sold: The Hanes ComfortSoft T-Shirt is the best-selling product with 10 units sold. Highlighting this product in promotions, considering bundle deals, and ensuring adequate stock can capitalize on its popularity. Exploring similar popular items in other categories can also be beneficial.

4. Payment Methods Preferences: Credit cards are the preferred payment method, followed by PayPal. Ensuring a smooth and secure credit card payment process and possibly introducing incentives for using less popular methods like debit cards could enhance customer experience and sales.

5. Revenue Goal Task Insight: To reach the revenue goal of \$150,000, an additional 541 units need to be sold in the next five months, if the pricing remains constant. This translates to approximately 108 units per month. Analyzing which products

have the potential to meet this demand and focusing marketing strategies on them will be crucial.

6. Customer Behavior Trends by Regions: North America peaked at \$8,000 in January but Declined. Replicating January's strategies can help. Europe and Asia need Targeted Marketing to boost Sales.

7. Products Category Performance by Regions: Electronics lead in North America. Home Appliances Excel in Europe. Clothing Performs Consistently across regions.

8. 2 Months Forward Forecasting: Sales Spikes are Expected in the coming months. Prepare with Adequate Inventory, Optimized Logistics, and Increased Marketing to Maximize Revenue.