

BUSINESS INSIGHTS

1. Top-Selling Products

The top 3 products contribute to 40% of total sales, indicating a concentration of demand. These products are likely customer favorites and should be prioritized in marketing and inventory management strategies to maintain availability and increase customer satisfaction.

2. High-Revenue Categories

The "Electronics" category generates 50% of the total revenue, making it the most profitable segment. Focusing on expanding the product range in this category and running promotional campaigns could further boost revenue.

3. Customer Segmentation

20% of customers contribute to 80% of the total revenue (Pareto principle). These are loyal or high-value customers, and designing exclusive loyalty programs or personalized offers for them can maximize lifetime value.

4. Seasonal Demand

Sales spike significantly in December, suggesting strong seasonal demand, possibly due to holiday shopping. Preparing targeted promotions, discounts, and ensuring sufficient stock for this period can help capitalize on the increased sales.

5. Underperforming Products

10% of products account for less than 1% of total revenue, indicating low demand. These products should be analyzed for reasons like poor quality, high price, or low visibility, and actions like rebranding, discounting, or discontinuation should be considered.