

1. Customer Distribution Analysis

South America leads with 59 customers, followed by Europe (50), North America (46), and Asia (45). This uneven distribution suggests an opportunity to focus on expanding customer bases in Asia and North America. By analysing regional marketing strategies and customer preferences, the company can enhance acquisition in these regions, aiming for balanced global growth. Targeted campaigns could increase engagement and retention in these markets, strengthening the overall customer base.

2. Seasonal Revenue Patterns

Revenue data from 2023 and 2024 shows significant peaks in June and July, with drops earlier in the year. These seasonal fluctuations suggest that customer purchases are influenced by specific events or factors. To capitalize on this, the company can optimize marketing campaigns and product launches during peak months. Understanding the reasons behind these patterns will help with forecasting, ensuring better inventory management and maximizing revenue during high-demand periods.

3. Product Popularity and Revenue Insights

Books and Electronics show strong sales across regions, particularly in Asia, where Electronics dominate. To enhance sales, the company can focus on high-demand products by optimizing inventory and creating targeted marketing campaigns. For categories like Home Decor, promotions or bundling with popular products could stimulate demand. Understanding regional preferences helps streamline product offerings and improve sales performance in key markets.

4. Revenue by Region

South America generates the highest revenue (\$219,352.56), with strong sales across categories, especially Home Decor. Focusing on high-performing regions and tailoring offerings to regional preferences will further boost sales. By examining regions like Asia and North America, where revenue is lower, the company can adjust its marketing strategies and product offerings to improve customer engagement and revenue generation in these regions.

5. Product Category Diversification

While Books, Electronics, and Clothing have similar sales, Home Decor lags. To improve sales, the company should diversify its offerings in this category. Targeted promotions in regions like South America, where Home Decor performs well, could boost demand. Additionally, bundling Home Decor with other popular categories could drive cross-selling opportunities and balance category performance.