

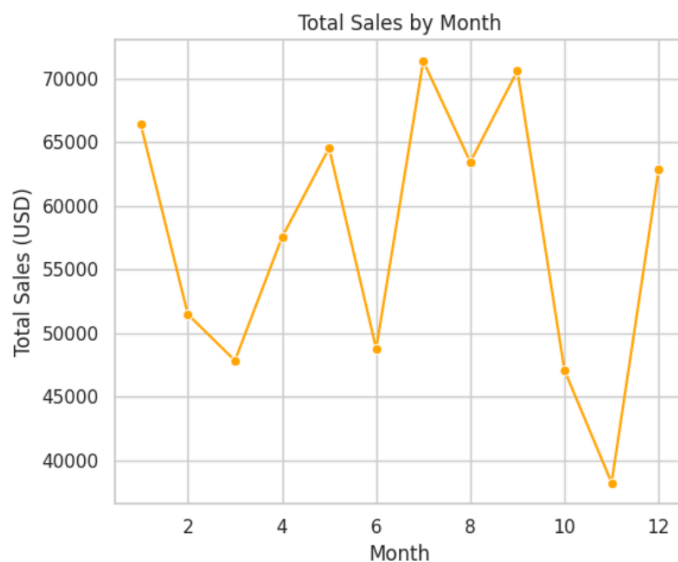
# Business Insights

## 1. Product segregation based on average product price:



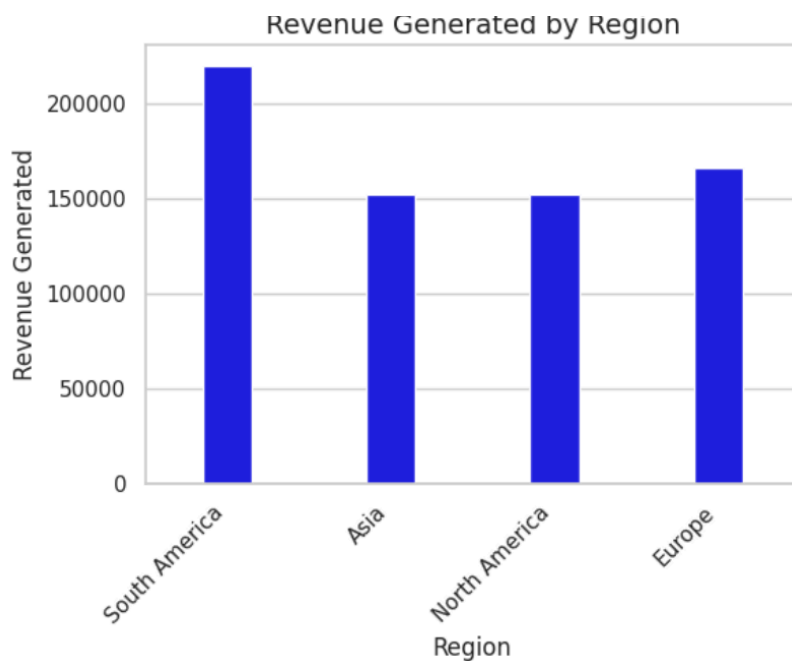
- Products above average price outnumber those below in all categories.
- Clothing and Books show the largest pricing gaps, while Electronics and Home Decor are more balanced.
- Books and Clothing dominate in above-average priced products.

## 2. Month on month sales trend:



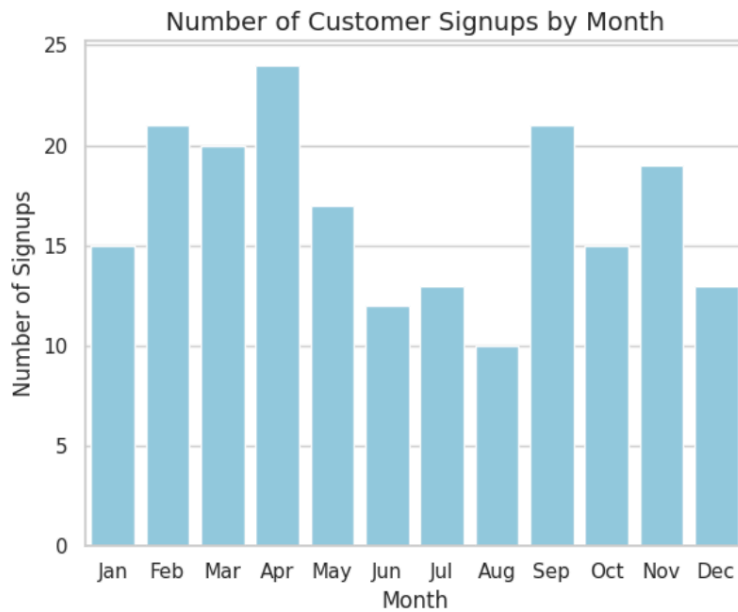
- Sales fluctuate significantly throughout the year, with sharp rises and drops between consecutive months.
- Peak sales occur around July and September, while the lowest sales are in November.
- A strong recovery is observed in December after the October low.

### 3. Insight based on Customer / Revenue :



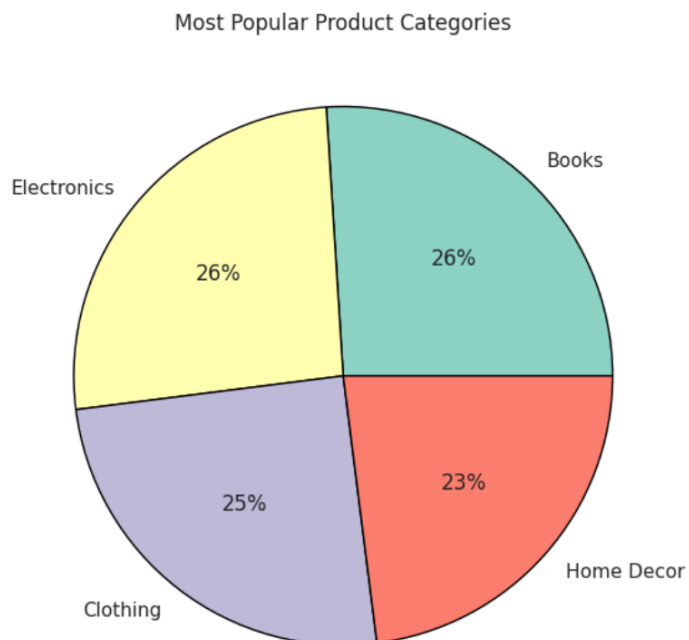
- South America dominates in revenue and customers.
- Asia shows low revenue per customer.
- North America and Europe perform similarly.

#### 4. Month on month customer signup trend:



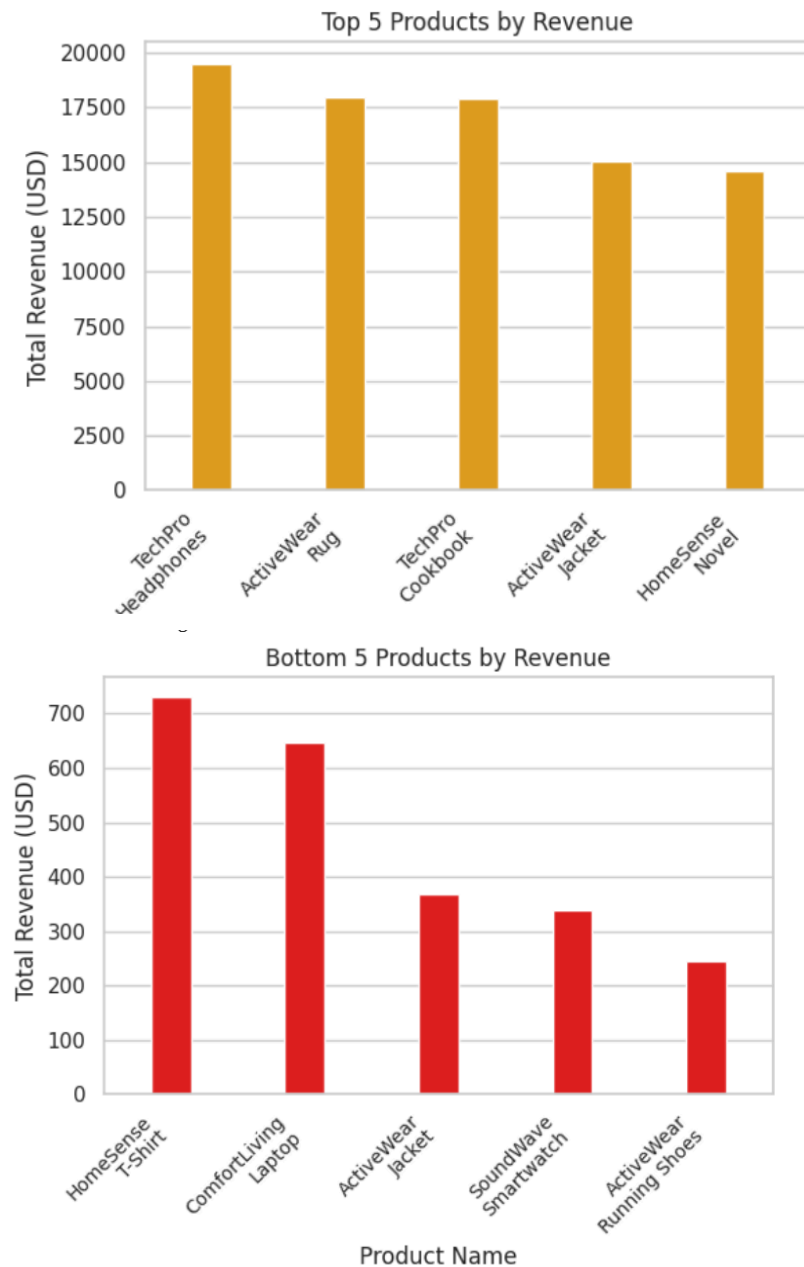
- Signups peak in April and September.
- Summer months (June-August) show the lowest signups
- October and November experience a recovery in signups.

#### 5. Revenue - by Product Categories:



- Books and Electronics lead at 26%, followed by Clothing at 25% and Home Decor at 23%.

## 6. Segregation of products based on revenue/transactions:



- The top products by revenue include TechPro Headphones, ActiveWear Rug, and TechPro Cookbook, each generating nearly \$20,000.
- The bottom products, such as ActiveWear Running Shoes and SoundWave Smartwatch, earn less than \$500, highlighting a significant revenue gap.
- ActiveWear appears in both lists, indicating varying performance across product types within the brand.

