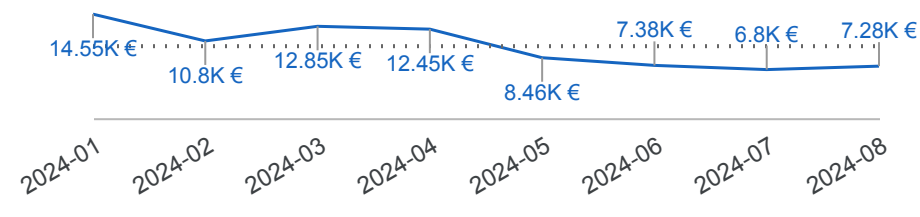


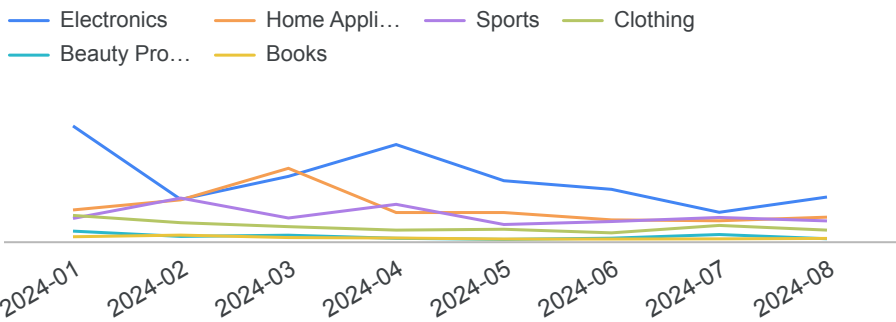
SALES TRENDS

Total Revenue over time



All three regions (Asia, North America, and Europe) saw a significant revenue decline from February to July. However, **North America** broke from this pattern with a slight revenue increase in August, **indicating a potential market rebound**. The continued downturn in **Asia and Europe warrants further investigation**.

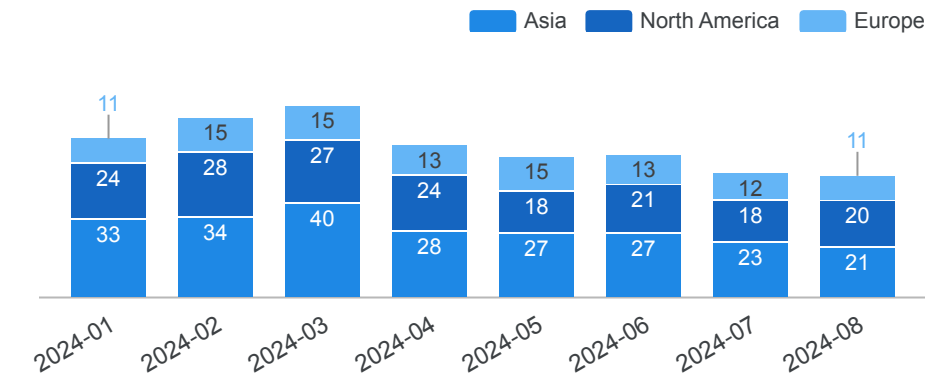
Total Revenue by Month Year and Product Category



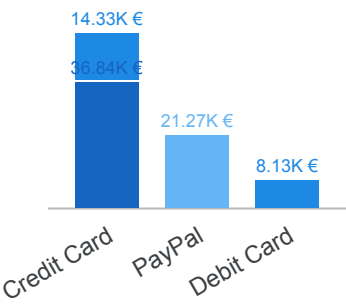
Overall Performance & Trends From January to August 2024, **Electronics was the highest-grossing product category**, generating €34.98k in revenue. It was followed by **Home Appliances (HA) at €18.65k** and **Sports at €14.33k**.

A review of regional sales performance reveals distinct market specializations: **North America is the primary market for both Electronics and Books**, with Books contributing €1.86k in revenue during this period. **Europe is the key destination for Home Appliances and Beauty Products (€2.62k)**. **Asia is the leading market for Sports and Clothing (€8.13k)**.

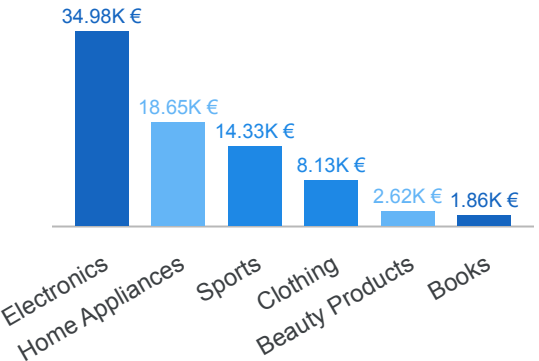
Transactions by Month



Payment Method



Revenue by Category



Regional Payment Method Insights
An analysis of payment methods reveals distinct regional preferences for customer transactions. **North America shows a strong preference for Credit Card**, which accounts for €36.4k in revenue. **Europe has a clear inclination toward PayPal**, generating €21.27k in revenue from this method. **Asia demonstrates a more diversified payment landscape, with Credit Card leading at €14.33k, followed by Debit Card at €8.13k.**