

SALES PERFORMANCE

Total Revenue
80,567.85 €

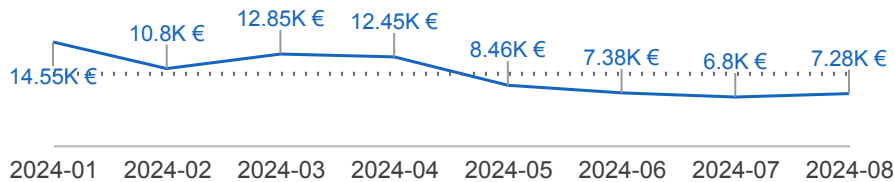
Total Units Sold
518

Region

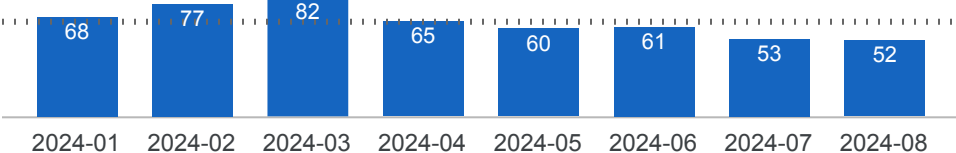
Category

Month

Total Revenue



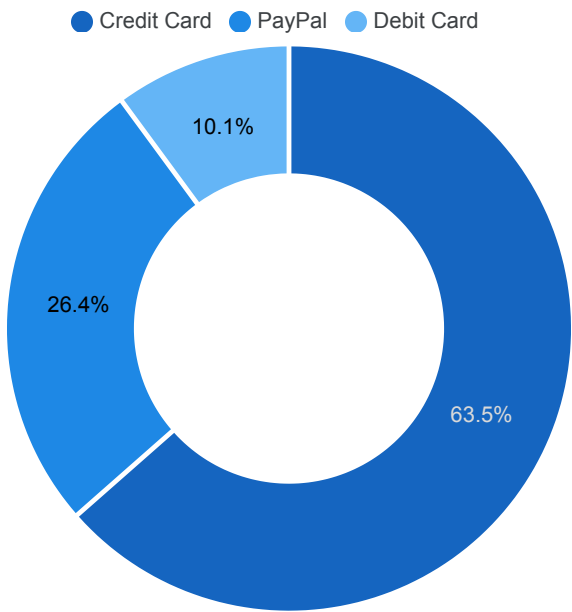
Total Units Sold



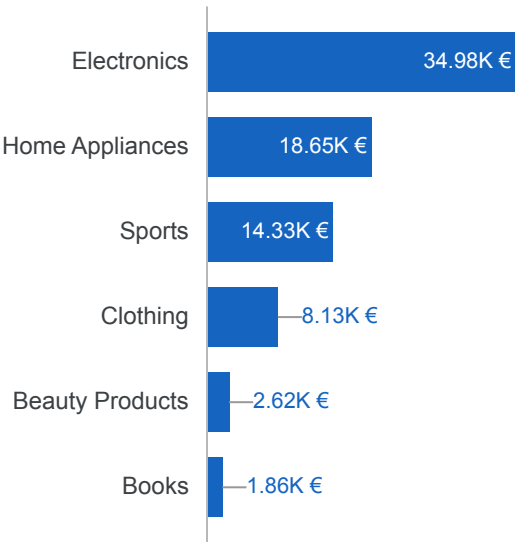
Top 10 bestselling products

Product Name	Units Sold	Revenue
Canon EOS R5 Camera	1	3,899.99 €
LG OLED TV	2	2,599.98 €
MacBook Pro 16-inch	1	2,499.99 €
Apple MacBook Pro 16-inch	1	2,399.00 €
iPhone 14 Pro	2	1,999.98 €
Peloton Bike	1	1,895.00 €
HP Spectre x360 Laptop	1	1,599.99 €
Roomba i7+	2	1,599.98 €
Garmin Forerunner 945	3	1,599.97 €
Samsung Odyssey G9 Gamin...	1	1,499.99 €

Payment Method and Region

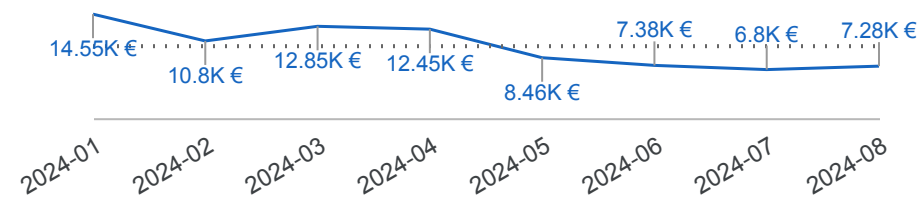


Revenue by Category & Region



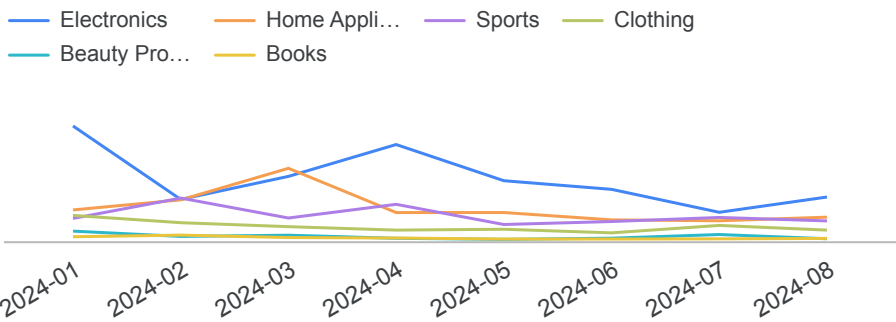
SALES TRENDS

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**.

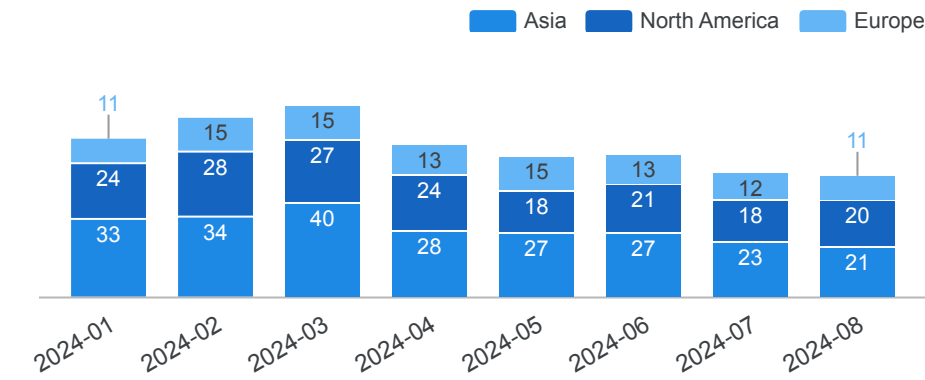
Total Revenue by Month Year and Product Category



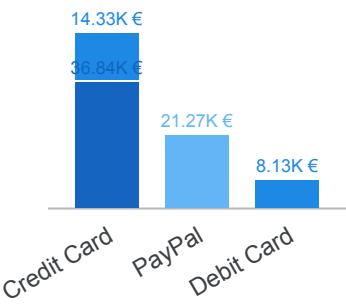
Overall Performance & Trends From January to August 2024, **Electronics was the highest-grossing product category**, generating €34.98k in revenue. It was followed by **Home Appliances (HA) at €18.65k** and **Sports at €14.33k**.

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)**.

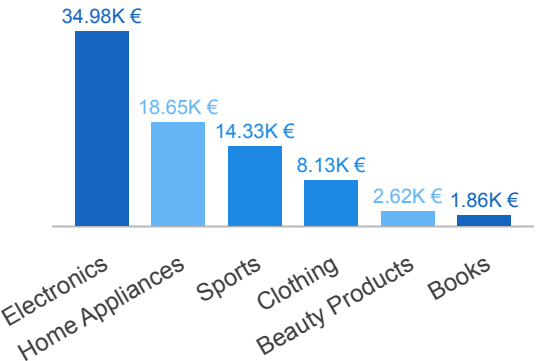
Transactions by Month



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.**

Recommendations to the Sales Team:

1. Focus on High-Value Categories

The sales team should prioritize efforts on **Electronics**, as it's the highest-grossing category. Investigate the cause of the sharp revenue downturn in February to see if it was due to a market event, supply chain issue, or competitor activity. The volatility in this key category presents both a risk and a significant opportunity for growth.

2. Leverage Regional Strengths

Instead of a one-size-fits-all approach, the team should tailor sales strategies to each region's specific product preferences.

- **North America:** Focus on promoting the Electronics and Books categories.
- **Europe:** Double down on selling Home Appliances and Beauty Products.
- **Asia:** Reinforce sales of Sports and Clothing, where the market is already strong.

3. Optimize the Sales Funnel

The clear regional preferences for payment methods can be used to improve the conversion rate. The sales team should ensure that:

- In **North American** marketing and checkout processes, **Credit Card** is prominently featured.
- In **Europe**, **PayPal** is a primary and highly visible payment option.

4. Address Market Divergence

The analysis showed a decline in Asia and Europe but a slight rebound in North America in August.

The sales team should:

- Investigate why North America's trend reversed.
- Develop targeted strategies to counter the ongoing downturn in Asia and Europe, potentially by running specific promotions or campaigns to re-engage customers in those regions.

Notes:

This analysis is based on a dataset sourced from Kaggle. As no currency was specified in the data, all financial figures have been assumed to be in Euros (€).

Link to the dataset: <https://www.kaggle.com/datasets/shreyanshverma27/online-sales-dataset-popular-marketplace-data?resource=download>