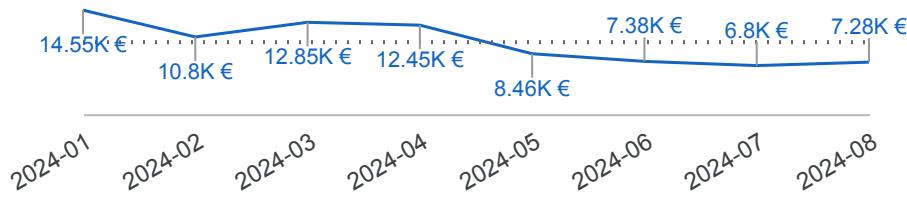


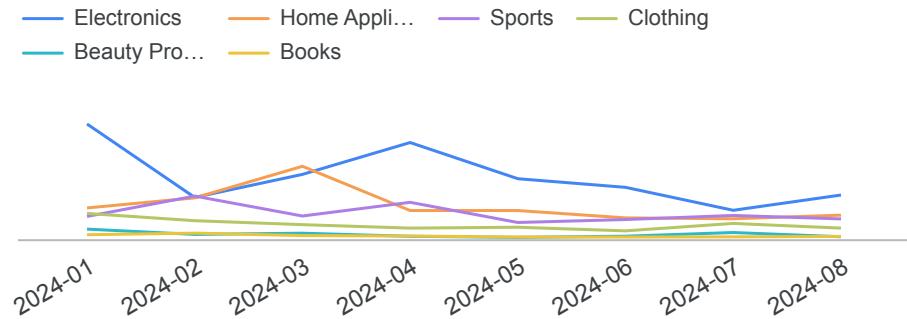
SALES TRENDS

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.

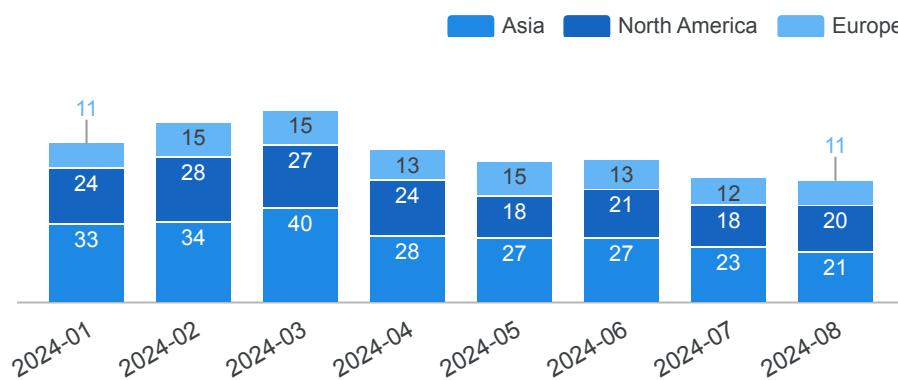
Total Revenue by Month Year and Product Category



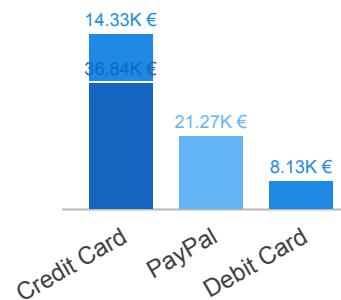
Overall Performance & Trends From January to August 2024, **Electronics** was the highest-grossing product category, generating €34.98k in revenue. It was followed by **Home Appliances (HA)** at €18.65k and **Sports** at €14.33k.

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).

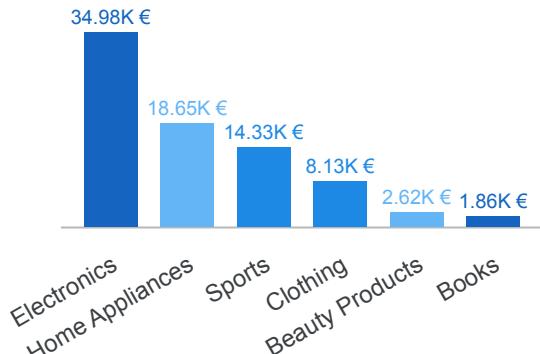
Transactions by Month



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.