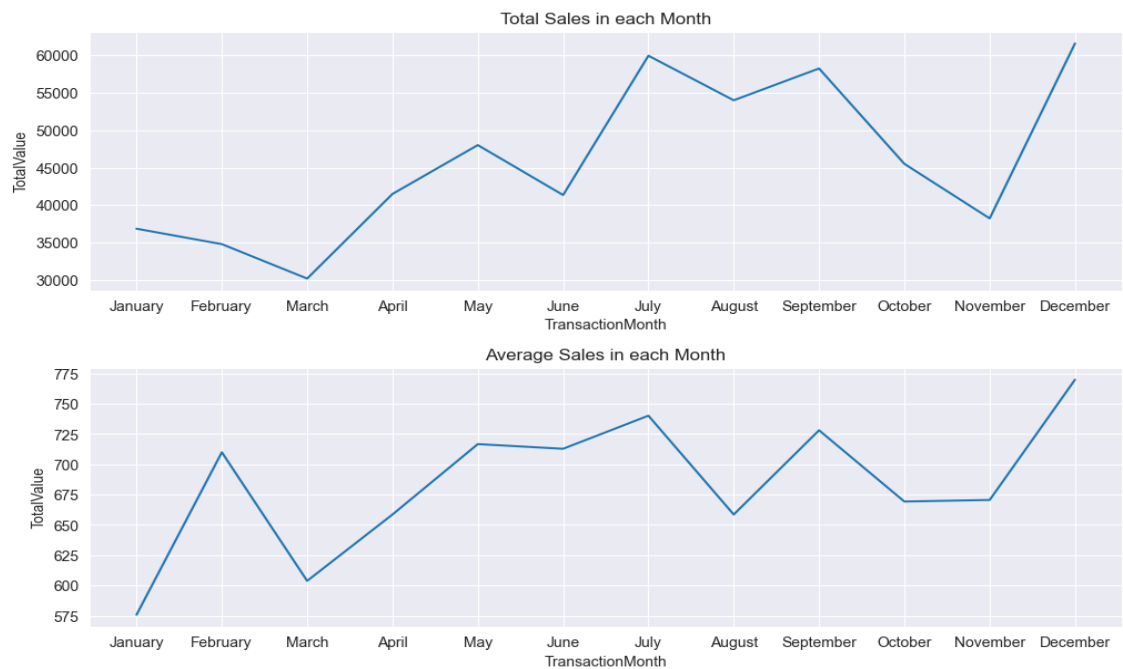


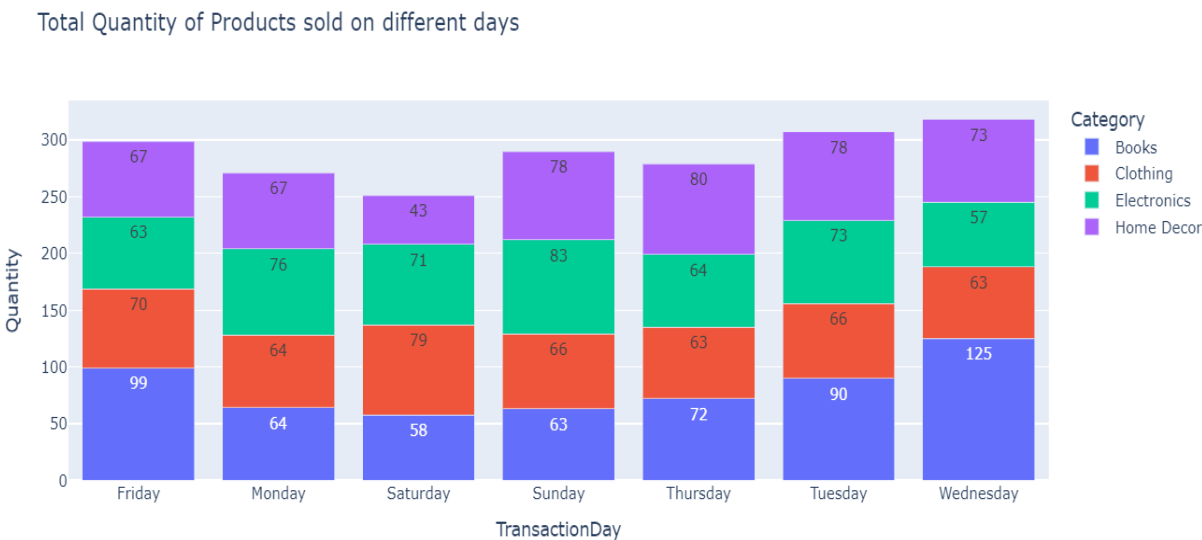
E-COMMERCE SALES INSIGHTS

Total and Average Sales on a monthly basis



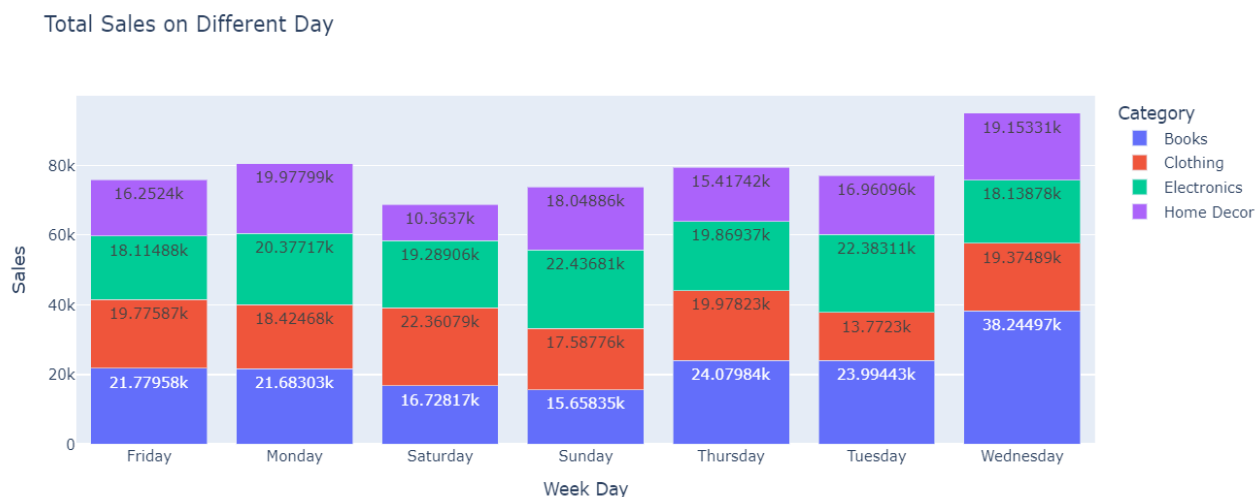
1. The data shows monthly total and average sales across a year, with total sales peaking at 60,000 in July and hitting its lowest point around 30,000 in March.
2. The average sale value ranges from 575 to 775, with the highest averages occurring in December and February. Despite fluctuations throughout the year, both metrics demonstrate clear seasonal patterns with strong performance in summer months (May-September) and during the December holiday season, while early spring shows consistently weaker results.
3. The total sales and average sales patterns don't always align, suggesting variations in both transaction volume and value throughout the year.

Daily Quantity sold in Different Categories



1. Wednesday has the highest total quantity (~320), with Books (125) contributing the most, followed by Electronics (57).
2. Sunday and Thursday also exhibit strong performance (~300 each), driven primarily by Electronics (83 on Sunday, 73 on Thursday).
3. Friday and Saturday show lower sales (~250 each), with Books and Electronics leading in these categories.
4. Home Decor consistently contributes the least, peaking at 80 on Thursday.
5. Overall, Books and Electronics are the dominant categories, with Wednesday being the best sales day.

Total Sales on Different Days



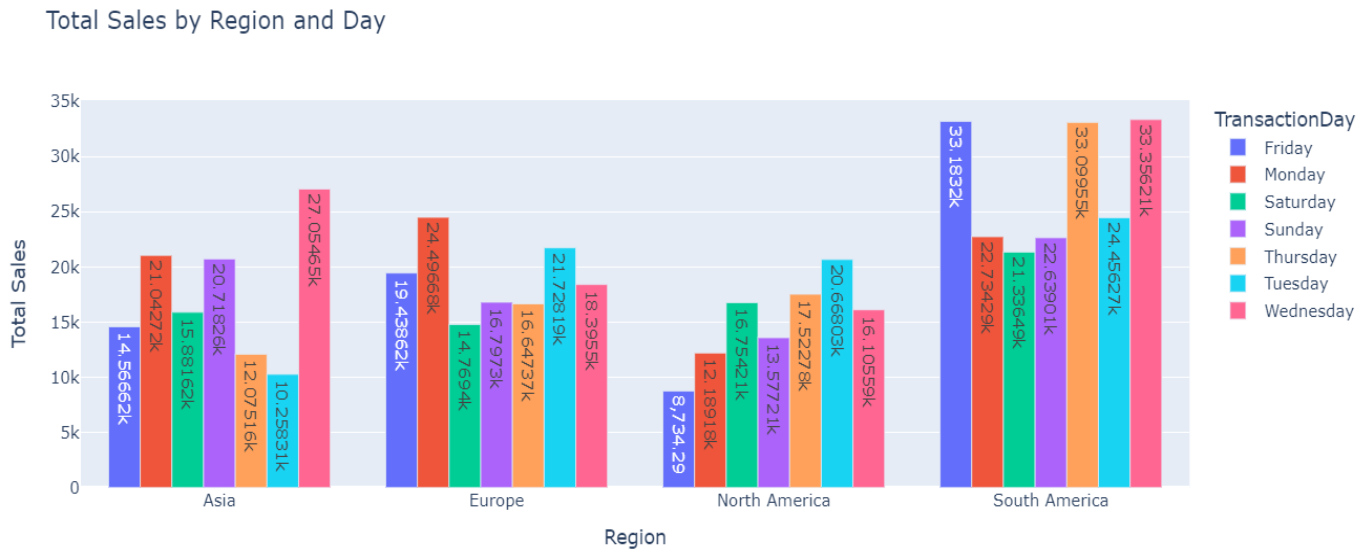
1. Wednesday records the highest total sales (~80k), driven largely by Books (~38k).
2. Friday, Monday, and Thursday also show substantial sales (~60-70k), with balanced contributions across all categories.
3. Saturday and Sunday exhibit lower sales (~50k), with Electronics being a significant driver on Sunday (~22.4k).
4. Home Decor contributes consistently less across all days, peaking at ~19k on Monday.
5. This suggests mid-week (Wednesday) as the optimal sales day, with Books being the dominant product category.

Category Wise Sales



1. South America encounters highest sales (~ 190.8K) Books and Electronics generating most of the sales.
2. North America saw the lowest sales (~ 105.5K) amongst all the regions
3. Asia and Europe shows balanced sales overall.
4. Books dominate 3 out of 4 regions showcasing potential in high sales.
5. Meanwhile, Clothing Products dominates the sales in Asian Continent.
6. Home Decor generated the lesast amount of sales overall combined.

Region Wise Sales



1. South America appears to be the strongest performing region overall, with consistently high sales across most days
2. Asia and Europe show moderate performance levels
3. North America has the lowest overall sales numbers among the regions
4. Friday is particularly strong in South America (around 33k sales)
5. Wednesday shows high performance across most regions
6. Sunday tends to have lower sales volumes in most regions
7. Monday and Thursday show considerable variation between regions
8. The highest single bar appears to be Friday in South America at approximately 33k sales
9. Asia shows a notable spike on Wednesday at around 27k sales
10. North America's sales are more evenly distributed across days compared to other regions