

Insights Based on Visualizations

1. Monthly Sales Trends

- Sales peaked significantly in January 2024, indicating strong post-holiday purchases or marketing efforts.
- Sales remained relatively stable throughout the year, with minor fluctuations, except for a noticeable dip in November before a recovery in December.
- Businesses can focus on sustaining sales momentum by identifying factors driving January's success and addressing the November dip.

2. Top 10 Products by Sales

- The "Multivitamin Pack 360" dominated sales, significantly outperforming other products, indicating high demand or successful promotions.
- Products in health and wellness categories (e.g., supplements and vitamins) consistently rank high in sales, suggesting this segment is a key revenue driver.
- Diversifying the product portfolio with complementary items in this category can maximize revenue.

3. Customer Distribution by Region

- South America leads in customer representation, followed closely by Asia and North America, while Europe has slightly fewer customers.
- Focused regional campaigns in Europe may help boost customer acquisition and sales.
- Expanding the presence in regions with higher engagement, like South America, could further leverage existing market strength.