InsightMart Online Store - 2024 Summary

This one-page summary highlights the main findings from InsightMart's 2024 online sales data. The dataset covers four regions and six product categories over 12 months.

Total Revenue (2024): $1,418,385.57
Average Monthly Revenue: $118,198.80

Top Regions:

- Jeddah: $374,176.95

- Dubai: $362,813.71

- Cairo: $345,116.71

Top Categories:

- Electronics: $802,322.33

- Home: $232,425.80

- Fashion: $183,331.51

Key Recommendations:

- Focus marketing spend on high-converting channels for Electronics and Fashion.

- Run targeted promotions in November-December to maximize seasonal uplift.

- Improve retention by offering incentives for repeat purchases in underperforming regions.

Prepared with care by Marwah | Data Analyst