

## BUSINESS INSIGHTS

- 1) **Seasonal Sales Trends:** The majority of customer signups occurred in recent years, particularly in 2024, highlighting a growing interest in the platform. To maintain this momentum, it is crucial to focus marketing efforts on regions with fewer signups, addressing untapped markets and fostering greater adoption in those areas.
- 2) **Regional Insights:** Customers from South America exhibit the highest transaction volume, indicating a strong and consistent market presence in the region. Meanwhile, customers from Asia demonstrate growing interest, signaling an emerging opportunity for business growth. To capitalize on this trend, expanding operations in Asia is essential to capture the increasing demand and establish a stronger foothold in this rapidly developing market.
- 3) **Product Performance:** The "ActiveWear Smartwatch" and "SoundWave Headphones" are the top revenue-generating products, significantly outperforming others. This indicates a high demand for tech-focused and wearable products. Businesses should focus on promoting these categories through targeted advertising, bundling, and discounts. Additionally, maintaining adequate stock and exploring complementary product offerings in these categories could help maximize revenue potential.
- 4) **Customer Signup Trends:** The chart shows fluctuating customer signups over time, with a noticeable increase in volatility in recent periods. Peaks suggest successful marketing or seasonal campaigns, while dips may indicate customer disengagement. To sustain growth, analyze high-signup periods for effective strategies and address causes of decline to improve retention and engagement.
- 5) **Category Revenue:** The chart indicates that books and electronics generate the highest revenue, while clothing and home decor lag behind. This suggests a strong customer preference for these categories. Businesses can focus on expanding inventory or promotional campaigns in books and electronics while analyzing customer behavior to boost sales in clothing and home decor.