

Business Insights:

- 1. First Insight: December of 2023 had the lowest sales of all time while July of 2024 was the best month for sales. overall the sales trend has been improved after the December of 2023. Looking up at signup dates which date back to 2022 , the actual orders started coming in 2023 of December, therefore one can also say that this month was the beginning of ecommerce business described in problem.**
- 2. Second Insight: Books have been the major contributor to overall sales done. Home Decor has been the lowest contributor to the overall sales**
- 3. Third Insight: By seeing the top 10 products as well as bottom 10 products according to their sales we clearly get to know that it's the products under Electronics that generate the highest ("Activewear Smartwatch") as well as the lowest revenue("ComfortLiving Laptop"). We can see from previous insight that books had the highest overall sales which shows that even though products under the books category had lesser sales then the products under the Electronics category they overall altogether sold well then Electronics.**
- 4. Fourth Insight: Here we can see that Asia , Europe and North America had similar of sales, sales were highest in South America.**
- 5. Fifth Insight: The year 2022 was the year when the ecommerce business described here started signing up. The year 2023 also went into signing up customers and from December of 2023 the business started doing sales. The year 2024 had a lot of signups considering that this jump in signups came after the ecommerce business started**

it can be stated that the sales generated more signups thus this could be seen as an positive development as this increase in signups can be natural.