

A PDF report with business insights

1 business insight

South America contributes the highest revenue, accounting for 53.7% of total sales.

Category Insights:

The Books category dominates sales, contributing 46.7% of total revenue.

Product Insights:

The top-selling product is the Active Wear Smartwatch, the most popular item among customers.

2 business insight

total revenue is 730,295.56

July: Highest sales month, contributing 9.77% of total revenue.

September: Strong performance, accounting for 9.67% of overall sales.

Both months indicate key revenue drivers, potentially linked to seasonal demand or successful promotions.

total sale by hours

16 hours: Recorded the highest sales with a total of 38,455.39.

14 hours: Followed closely with 38,323.60 in sales.

The difference between these two hours (2-hour gap) marks a significant peak in sales indicating these times could be optimal for customer engagement or marketing activities. Analyzing why sales are higher during these hours could help replicate this success in future strategies.

3 business insights

top 5% customers sales

- **Finding**: The top 5% of customers contribute 39.58% to total sales.

- **Recommendation**:

1. Design a loyalty program specifically for these customers to increase retention and reward their contributions.
2. Focus personalized marketing campaigns and premium offers for this group to boost revenue further.

4 business insights

: Top 5 Best-Selling Products

ACTIVE SMARTWATCH tops the list, making up 29.67% of total sales.

We should ensure enough stock and push more promotions for this product.

Soundwave J Headphone comes in second with 18.78% sales.

It's already popular, so maybe add new variations or features to the line.

Soundwave Novel adds 18.37% to sales.

Pairing it with other Soundwave products might help drive more purchases.

Active Wear Jacket brings in 16.7% of sales.

Seasonal campaigns, like during winter, could work well to boost this product's numbers.

Active Rug makes up 16% of sales.

5 business insights

ComfortLiving Laptop has a more less contribution in the sale 647.76