

INSIGHTS

➤ Overall Financials:

- Sales: \$55.4M
- Profit: \$31.6M
- Number of Orders: 15K
- Highest sales generated through Online: \$27,237,495.61 followed by In-store: \$13,532,723.47
- Data shows trends for Sales, Profit, and Unit Cost over various quarters from Q4 2021 to Q2 2024, indicating seasonal variations and growth patterns.

➤ Recommendations

- Since Online sales constitute the highest revenue, continue to invest in and optimize online sales strategies.
- Concentrate on boosting sales in high-profit categories like Computers and Cameras and Camcorders.
- Investigate and address reasons for lower profitability in categories such as Audio and Cell Phones.
- With significant sales in North America, Asia, and Europe, consider strategies for deeper market penetration in these regions. Explore opportunities in underrepresented regions to diversify and increase market reach.