

## **Business Insights**

### **Region Analysis:**

The region contributing the highest revenue can be regarded as regions with strong customer engagement and sales. This information would help to strategize marketing campaigns, resource utilisation and local partners for further capitalisation of these marketplaces.

### **Product Insights:**

Analysis into the top 10 product revenue list identifies customer preferences and trends. This information can help optimize inventory management, ensure stock availability, and point out opportunities for cross-selling related products.

### **Customer Acquisition:**

Trends in the customer signup history may indicate peaks of growth in time, perhaps around festive seasons or promotional campaigns. This would allow the business to strategically prepare marketing for these periods of growth.

### **Seasonal Trends:**

Trends over time in sales reveal patterns such as seasonality or holiday-driven spikes. This can be used to realign marketing, stock levels, and predict demand.

### **Product Pricing:**

Revenue patterns across different product categories help businesses decide which category is more sensitive to prices and consequently optimize pricing strategies. Thus, offering discounts or premium pricing based on demand elasticity can drive revenue growth.