

# BUSINESS INSIGHTS

## Insight 1: Customer Distribution

The majority of customers are located in South America, followed by North America. There seems to be a smaller presence in Asia indicating a potential opportunity for market expansion.

## Insight 2: Popular Product Categories

The most popular product categories are Books and Electronics. Focusing marketing efforts on these categories could drive further growth.

## Insight 3: Top 10 Most Popular Products

Products like "Smartwatch" and "Headphones" are the most popular, with the highest quantities sold. Items such as "Desk Lamp" and "Wear Rug" follow closely in popularity, indicating a strong preference for utility-based products. Increasing inventory for top-selling products help to prevent stockouts. Consider cross-selling or bundling these popular items with related products to maximize revenue.

## Insight 4: Price vs. Quantity

Products priced at lower ranges (e.g., \$0-\$100) show a relatively higher quantity sold compared to higher-priced products. The quantity remains limited (e.g., between 1 and 4) across all price points, suggesting that customers tend to purchase in smaller quantities irrespective of price. Focusing on bundling or promotions for higher-priced products help to encourage larger quantity purchases. For lower-priced items, maintain competitive pricing and explore bulk discounts to further increase volume sales.

## Insight 5: Monthly Transactions Trend

Sales consistently peak in December, with a 25% increase compared to the yearly average. Early promotions in November can maximize holiday season sales.