

- Books are the top performing category, giving the highest revenue. Electronics is the best selling product.
- Quantity increases with the value of products.
- Average price of clothing is higher and its total quantity sold is less, so we decrease the price of clothing.
- In 2022 and 2023 only signed up is high, No people made any transactions. On the other hand, in 2024 transactions will be done frequently.
- Sales peak in April but revenue generation is high in July and September.
- Top 10 customers generate approx 11% of total Revenue, so we can provide some offers and discounts to them.
- Customers in the region of South America prefer Books.
- As sales of Home Decor are very less and price distribution range is also less, so we can increase the price distribution.