

Business Insights Report

Findings from Data Analysis

This report highlights the key observations from the customer, product, and transaction data. These insights can help improve decision-making and business strategies.

1. Customers by Region

Observation:

Most customers are from South America (59), followed by Europe (50), North America (46), and Asia (45). South America is the largest market, but other regions also have good potential for growth.

2. Signup Trends

Observation:

The number of customer signups was highest in 2024 (79), increasing from 57 in 2023. This suggests that something like a special event or marketing effort worked well that year to bring in more customers.

3. Product Categories

Observation:

Products are evenly distributed across categories, with Books and Electronics having 26 products each. Clothing and Home Decor follow closely. This balance shows the company offers a wide variety of products to meet different customer needs.

4. Quantity Sold

Observation:

Some products are sold in higher quantities than others. These popular products should be identified and stocked up to meet demand and avoid running out of inventory.

5. Top-Selling Products by Revenue

Observation:

The ActiveWear Smartwatch is the top revenue generator with \$39,096.97, followed by SoundWave Headphones (\$25,211.64) and SoundWave Novel (\$24,507.90). Expensive and

tech-focused products perform well and contribute the most to overall revenue.

Suggestions:

- Focus on South America, as it has the largest number of customers. Plan region-specific strategies to keep them engaged.
- Look into the reason behind the signup increase in 2024 and apply similar ideas to future campaigns.
- Keep offering a variety of products but give special attention to high-performing categories like Books and Electronics.
- Stock more of the products that are sold the most in quantity to avoid missing sales opportunities.
- Promote high-revenue products like the ActiveWear Smartwatch to boost profits even further.