

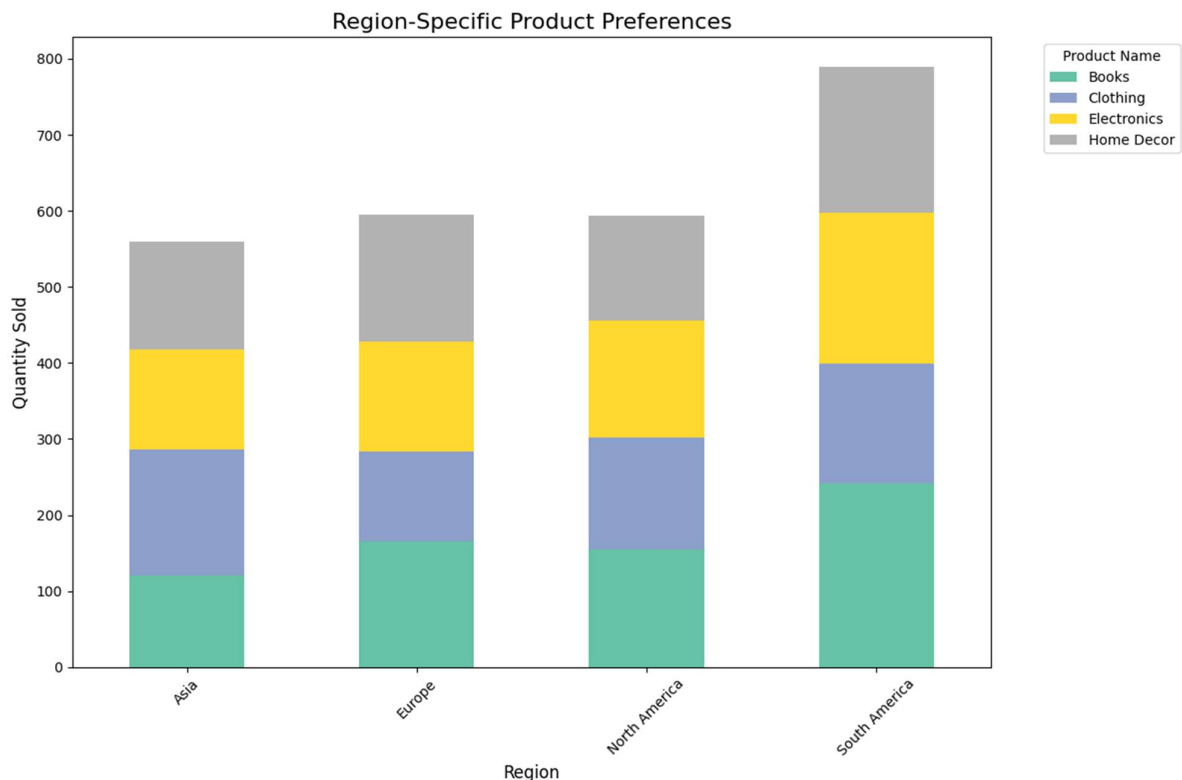
Business Insights Report

Submitted By: - Sagar Purswani(purswanisagar60@gmail.com)

Insight 1: Region-Specific Product Preferences :

- **Asia:** *Clothing* leads sales (166 units), followed by *Home Decor* (142 units) and *Electronics* (132 units).
- **Europe:** *Home Decor* is the top seller (167 units), with *Books* (165 units) close behind.
- **North America:** *Books* (155 units) and *Electronics* (153 units) are most popular.
- **South America:** *Books* dominate sales (241 units), with strong demand for *Electronics* (198 units).

Strategy: Tailor marketing and stock based on regional preferences—focus on *Clothing* and *Home Decor* in Asia, *Home Decor* and *Books* in Europe, and *Books* and *Electronics* in North and South America.

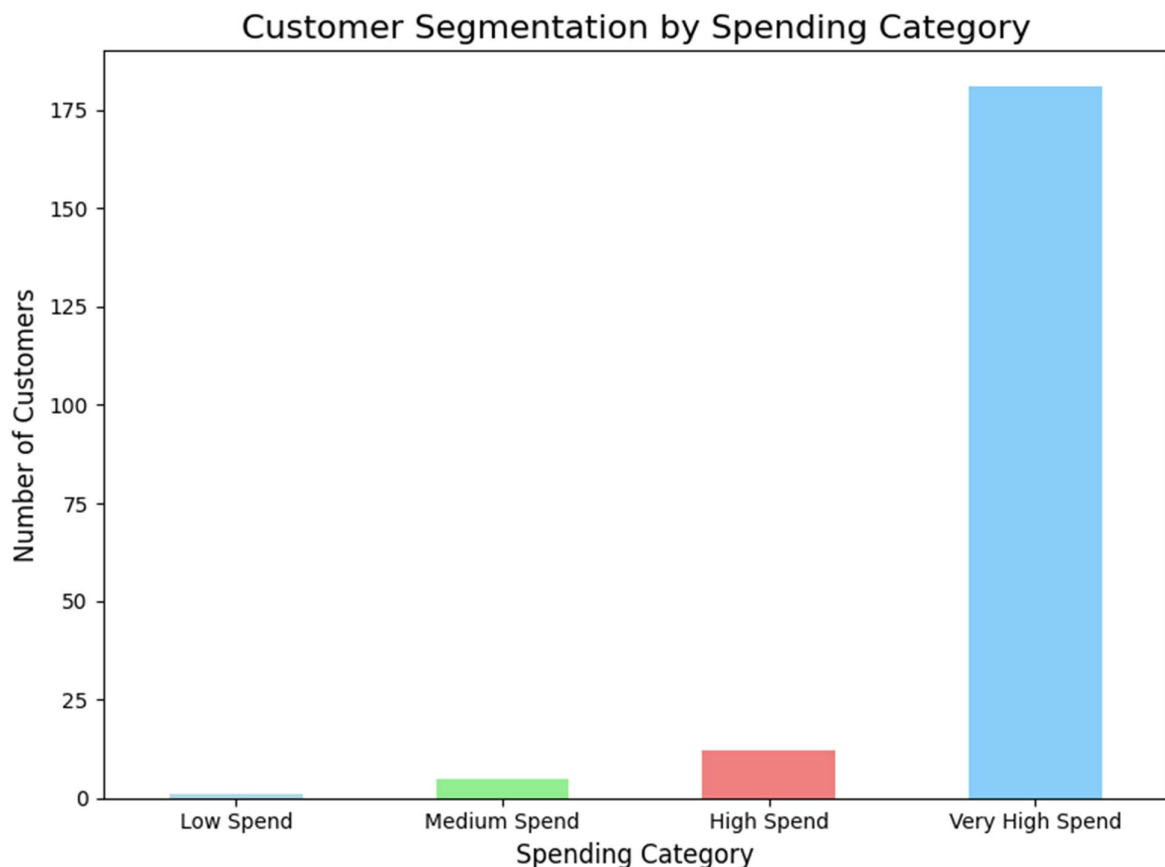


Insight 2: Customer Segmentation by Spending

Insight:

- **Low Spend:** 1 customer.
- **Medium Spend:** 5 customers.
- **High Spend:** 12 customers.
- **Very High Spend:** 181 customers.

Insight: The majority of customers (181) fall into the **Very High Spend** category, indicating a strong base of high-value customers. This suggests the need to focus on retaining and rewarding this segment with loyalty programs or exclusive offers. Meanwhile, targeted marketing could be used to increase spending among **Medium** and **High Spend** categories.

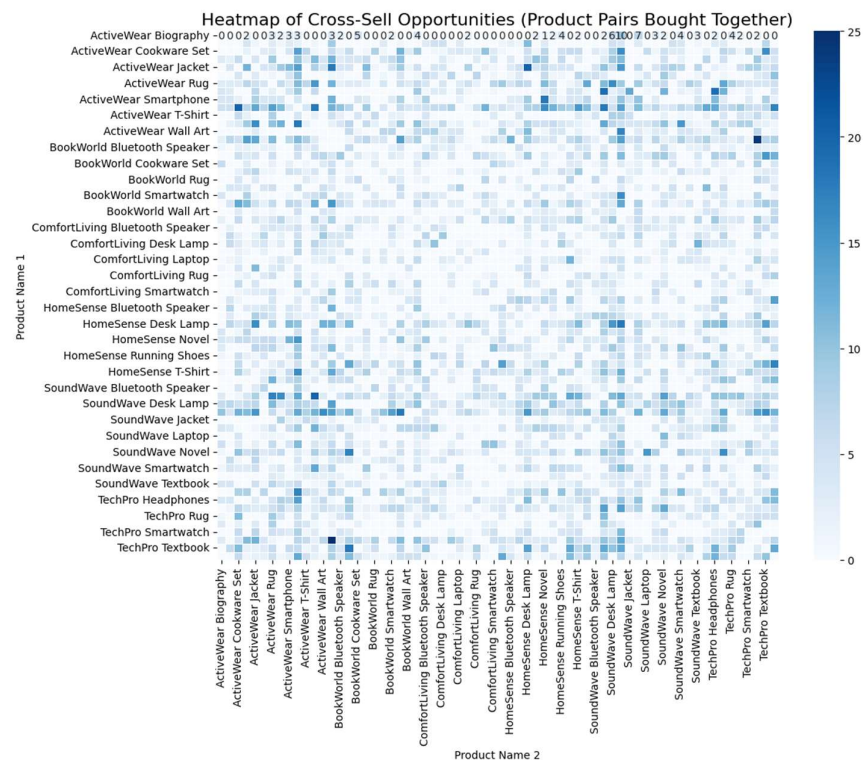


Insight 3: Cross-Sell Opportunities Insight:

Top Cross-Sell Opportunities:

- 1. *TechPro T-Shirt* and *BookWorld Biography* have a cross-sell count of 25.
- 2. *ActiveWear Jacket* and *HomeSense Desk Lamp* appear frequently together, with 20 cross-sells.
- 3. *ActiveWear Smartwatch* and *ActiveWear Cookware Set* are often bought together (20 times).
- 4. *SoundWave Cookbook* and *ActiveWear Textbook* show 20 cross-sell pairings.
- 5. *ActiveWear Running Shoes* and *SoundWave Cookbook* also make frequent pairings (19 times).

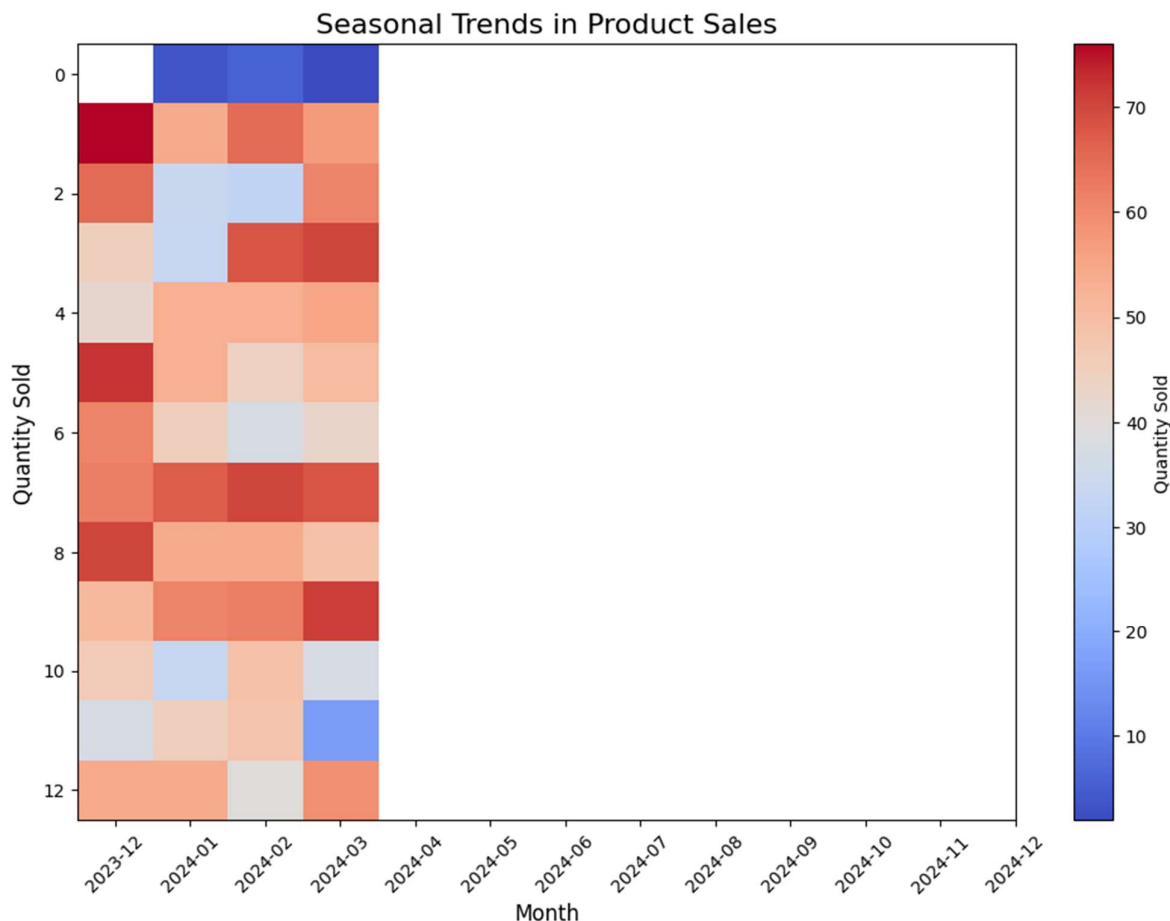
Insight: These frequent product pairings suggest strong cross-sell opportunities. Targeted promotions or bundles, such as pairing *TechPro T-Shirt* with *BookWorld Biography*, could increase overall sales.



Insight 4: Seasonal Trends in Product Sales Insight:

- **December 2023:** *Electronics* (6 units) and *Clothing* (4 units) saw low sales, while *Home Decor* (2 units) performed the weakest.
- **January 2024:** *Books* (76 units) and *Clothing* (54 units) significantly spiked. *Electronics* (65 units) and *Home Decor* (57 units) also performed well, showing a post-holiday surge.
- **February 2024:** *Books* (65 units) continued to perform well, while *Clothing* (34 units) and *Electronics* (32 units) saw slight declines compared to January.

Insight: January shows a peak in sales across multiple categories, particularly *Books* and *Clothing*. These trends suggest that post-holiday sales and new year promotions could drive higher sales.



Insight 5: Revenue Contribution by Product Category

Insight:

- **Books** lead in revenue generation with **\$192,147.47**, contributing the most to overall sales.
- **Electronics** follows closely with **\$180,783.50**, showing strong demand.
- **Clothing** generates **\$166,170.66**, contributing significantly but with room for growth.
- **Home Decor** contributes **\$150,893.93**, showing moderate performance in comparison to other categories.

Insight: Books and Electronics dominate revenue. Focusing on boosting sales in Clothing and Home Decor could diversify the product portfolio and increase total revenue.

