

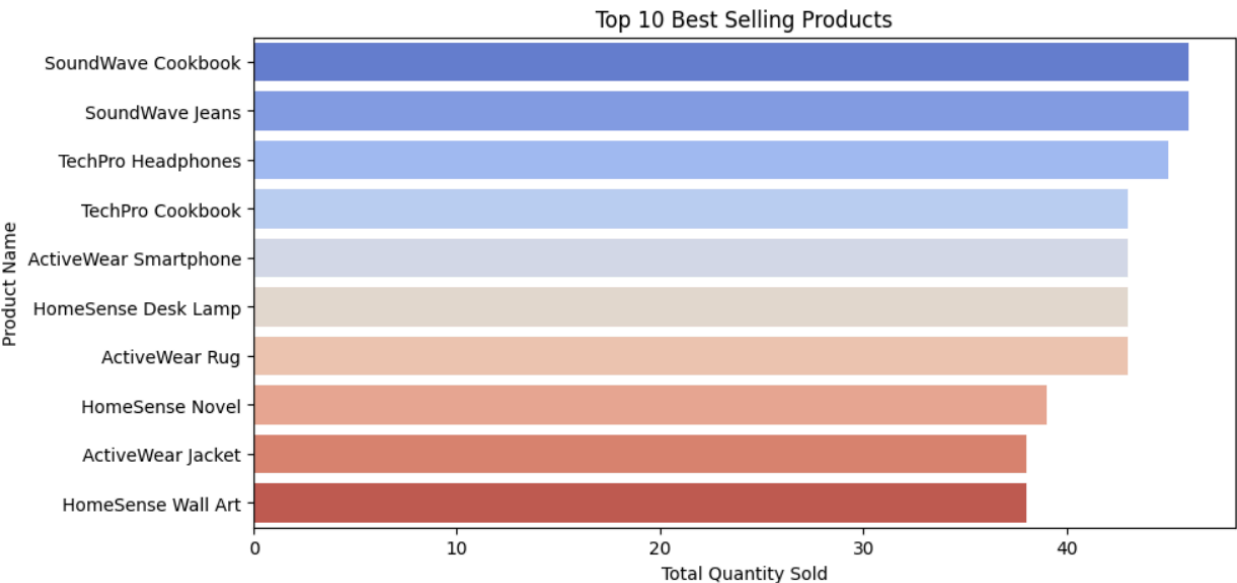
# Business Insights Report

## 1. Top Selling Products

The analysis revealed the top-selling products, which can help the business focus on high-demand items. The top three products based on the total quantity sold are:

- **SoundWave Cookbook**
- **SoundWave Jeans**
- **TechPro Headphones**

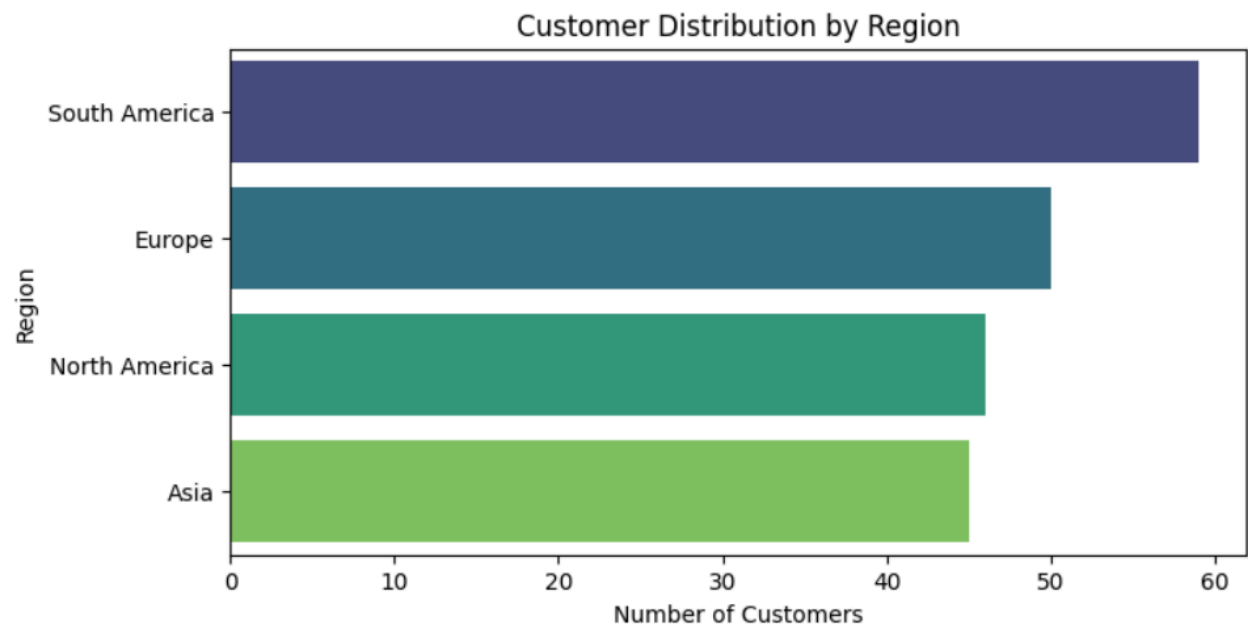
By focusing on these products, the company can improve inventory management and promotional strategies.



## 2. Customer Region Distribution

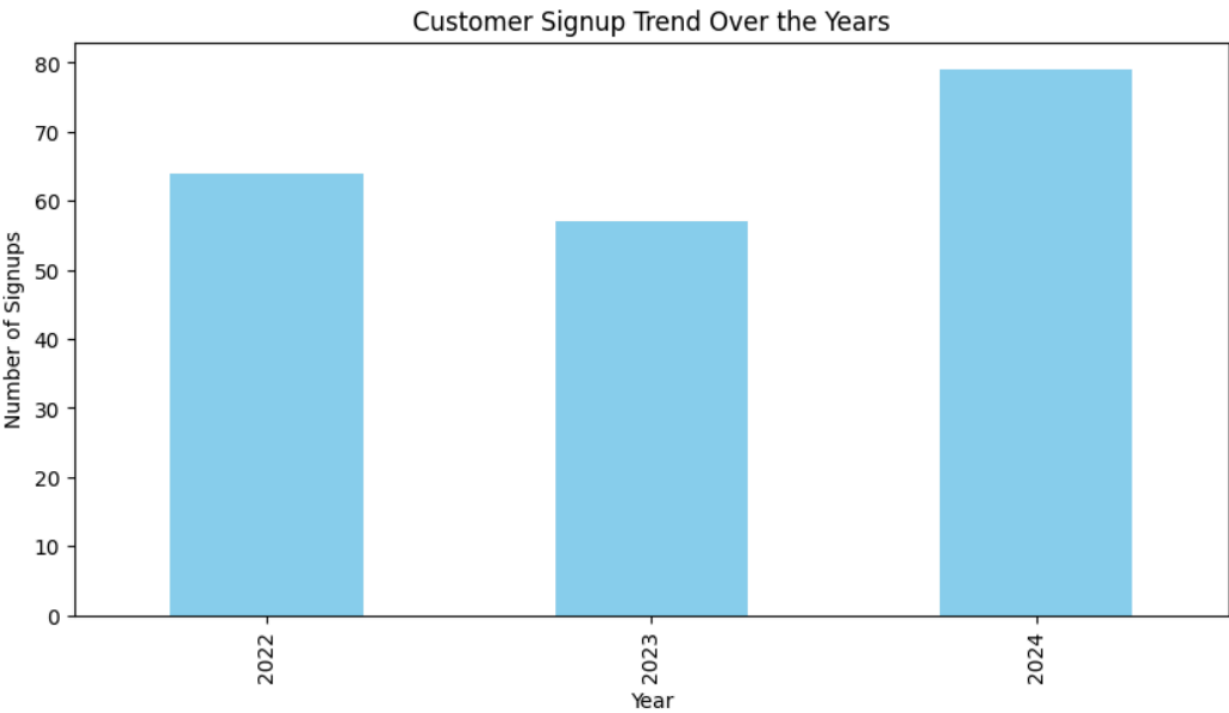
A significant portion of customers are located in **South America**, followed by **Europe** and **North America**. This insight suggests that the company should focus more marketing efforts and targeted promotions in these regions to further boost customer

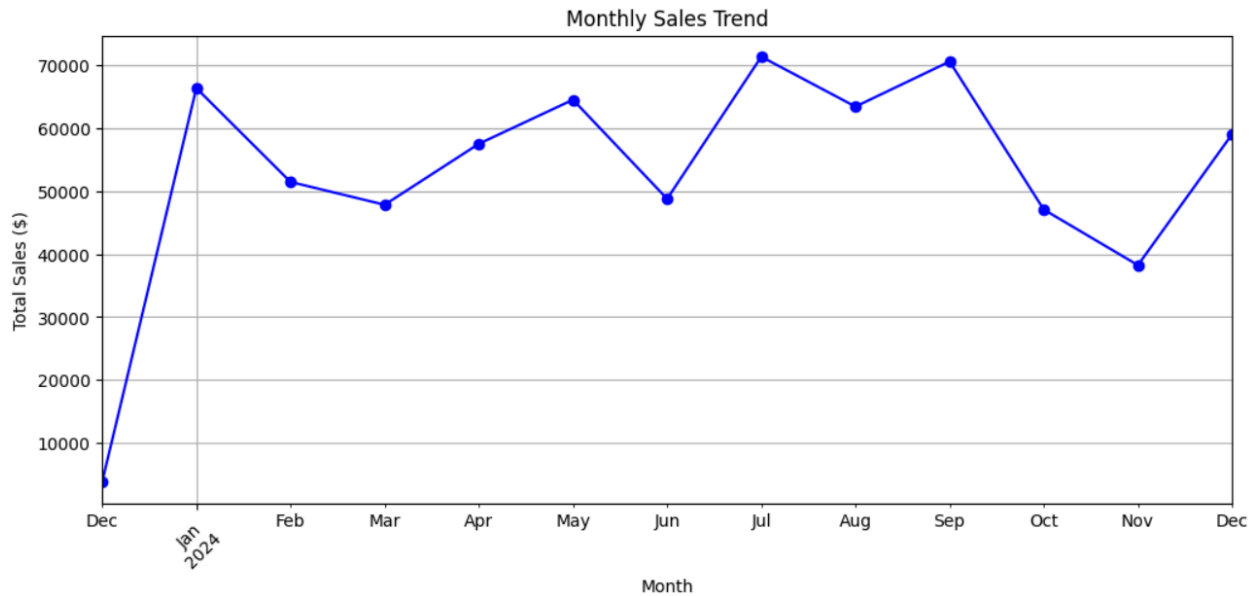
acquisition and retention



3. **Signup Trends Over Time**

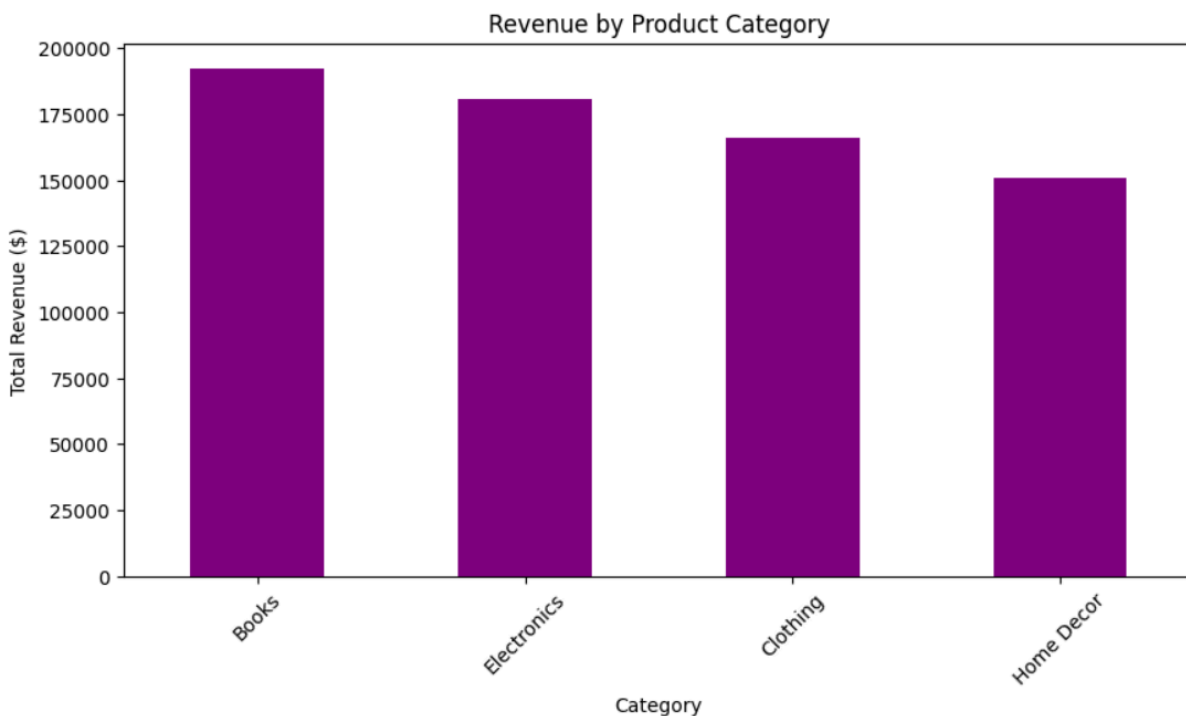
The number of new signups peaked in **July , 2024**, which indicates a successful marketing campaign or seasonal factor driving customer interest. The company can replicate similar promotional strategies during the next peak period.





#### 4. Sales Performance by Product Category

Product categories like **Books** and **Electronics** show significantly higher sales compared to others. The business could explore expanding the offerings in these categories, potentially increasing revenue. Additionally, it might be worthwhile to assess the underperforming categories, such as **Clothing**, to identify improvement opportunities.



## 5. Price Sensitivity Analysis

There is an interesting correlation between product price and quantity sold. Products priced in the range of **1000 - 3000** tend to have the highest sales volume. This suggests that offering more products in this price range could maximize sales. Additionally, premium-priced products are being sold in lower quantities, indicating a potential opportunity for targeted marketing or bundling to increase their appeal.



## 6. Average Transaction Value by Region:

The analysis of transaction data by region reveals the following average transaction values:

- **South America**
- **Europe**
- **Asia**

This indicates that customers in **South America** are spending significantly more per transaction compared to other regions. The company can consider tailoring marketing strategies to capitalize on higher-value transactions in this region, such as offering premium product options or personalized recommendations. Conversely, for regions with lower average transaction values, such as **North America**, promotional discounts or bundled offers could be introduced to encourage larger purchases.

