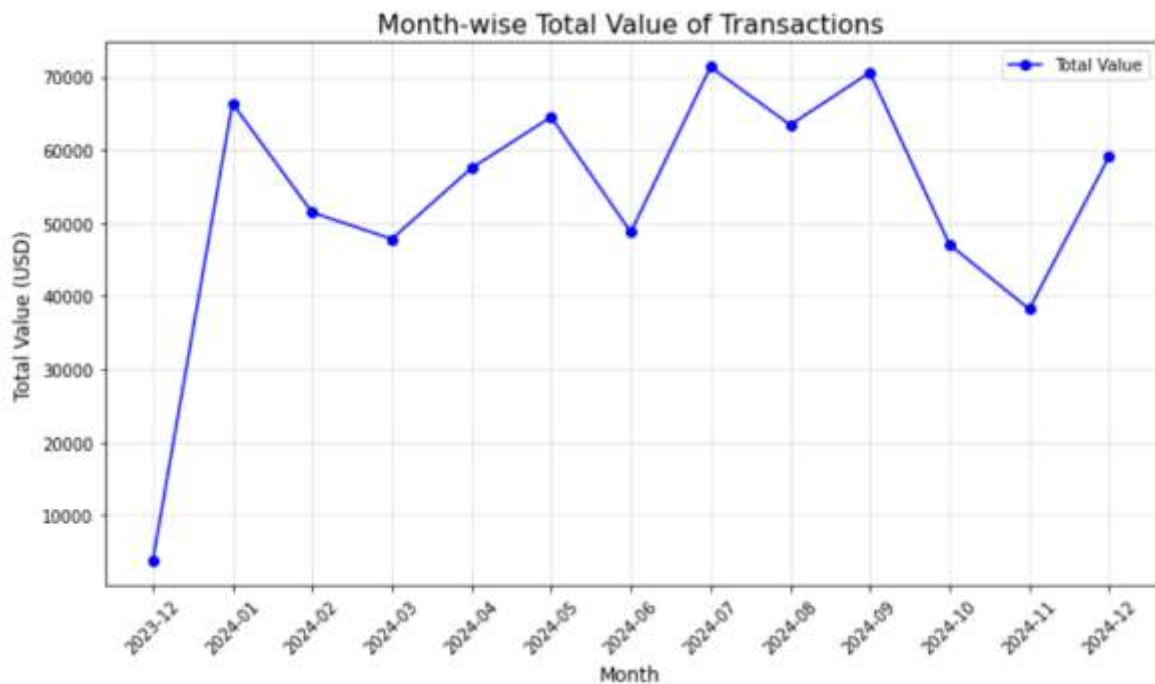


1. Monthly Signup Trends on Website:

The monthly signups are low compared to traditional businesses. A major disadvantage is that the signup count fluctuates between 4 to 10 per month, showing no growth. To improve this, we need strategies to attract more customers and increase signups consistently.

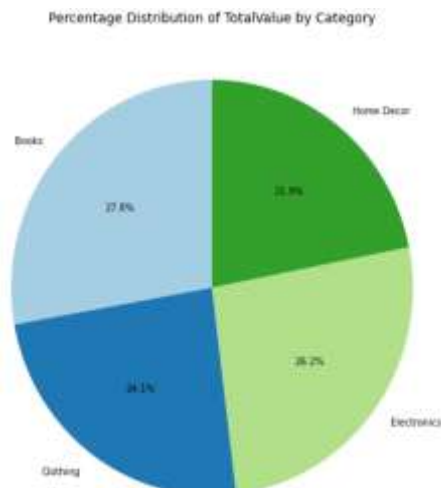


2. Monthly Revenue:

July 2024 had the highest revenue, surpassing \$70,000, while November 2024 saw a sharp decline, with sales under \$40,000. We need to identify and address the factors contributing to this drop in sales during November to improve future performance.

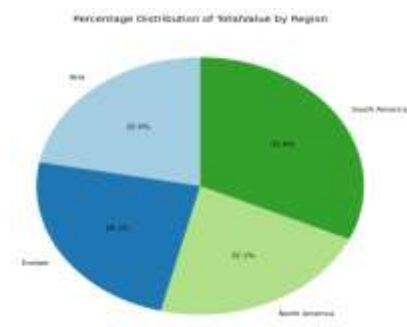
3. Revenues By Category:

The book category contributes the highest revenue, at 27.8%. Home decor, however, contributes the least. We should focus on boosting home decor sales to balance revenue distribution across all categories and ensure consistent growth in each segment.



4. **Percentage Distribution of Total Value by Region:**

North America contributes the highest share at 31.8%, while Asia has the lowest, with only 22%. North America is a strong market, but Asia offers an opportunity for growth. Targeting Asia could help diversify revenue streams and improve regional sales.



5. **Highest Sold Product by Total Value for Each Category:**

- **Books:** Sound Wave Novel - \$24,507.90
- **Clothing:** Activewear Jacket - \$22,712.56
- **Electronics:** Activewear Smartwatch - \$39,096.97
- **Home Decor:** Activewear Rug - \$22,314.43

These products lead the total sales and should be prioritized for further promotion and inventory management.

6. **Premium Products Pay Off**

High-end products like the ActiveWear Smartwatch and TechPro gadgets are significant revenue drivers. Focusing on premium product lines can maintain strong revenue growth and support business sustainability by catering to customers willing to invest in quality items.

7. **The Product ComfortLiving:**

ComfortLiving products, such as ComfortLiving Laptop and ComfortLiving Rug, are generating low revenue. We need to investigate the root cause of this poor performance and either improve these products' appeal or consider removing them from our offerings to optimize our product mix.

8. **The Product ActiveWear Rug:**

The ActiveWear Rug sells well in most regions, but its sales in North America are alarmingly low, with only 4 sales recorded. This low performance in North America needs to be analyzed, and marketing strategies should be revised to improve its visibility and sales in this region.

9. **ActiveWear SmartWatch Sales:**

The ActiveWear Smartwatch stands out as the only product with over 20 sales across all regions. This consistent performance indicates its broad appeal. We should continue to focus on promoting this product as it shows strong potential in every market.



10. **Seasonal Product Performance:**

Certain products perform better in specific seasons. For instance, summer-related items like ActiveWear might see better sales during warmer months. We should analyze seasonal trends and tailor marketing campaigns around peak seasons to drive sales effectively.