

Business Insights to Improve Sales and Business

1. Revenue Peaks in Specific Months:

The highest revenue months are **July 2024** (₹71,366.39), **September 2024** (₹70,603.75), and **January 2024** (₹66,376.39). These months should be the focus for marketing campaigns, exclusive product launches, and promotional offers to capitalize on high customer activity.

2. Top-Selling Products for Discounts:

Products with the highest sales volume can be targeted for discounts or bundled offers. This strategy could encourage repeat purchases and attract price-sensitive customers while maximizing product turnover.

3. Regional Focus for High-Value Transactions:

Regions with frequent high-value transactions can be targeted with tailored promotions. For instance, introducing loyalty programs or region-specific incentives could increase revenue further in those areas.

4. Cross-Selling Popular Categories:

High-demand categories such as **Electronics and Books** show frequent purchases. Cross-selling these with complementary items (e.g., gadgets with accessories or books with stationery) can boost average order values.

5. Seasonal Promotions Based on Signup Trends:

Months with high customer signups should be leveraged for onboarding promotions, such as discounts for new users or referral bonuses. This strategy can enhance retention and drive immediate purchases.