

1. The company works in mainly 4 regions namely: Asia, Europe, North America, South America and working in mainly 4 product categories: Books, Clothing, Electronics and Home Decor. Even though books make up the majority of the sales volume, the top 3 selling products are electronics by quantity, hence there is a big market opportunity lying in the electronics section to improve the sales volume.
2. Sales trends show that the sales peak during the end and 1st Quarter and has an overall spike at 3rd Quarter, the sales dipped during the 4th Quarter the most and has an upwards trend towards the end of the 4th Quarter. Need more data to analyze why this must have occurred. Is it a seasonal trend, are the competitors facing similar dips in sales during this particular time or is it a sector specific problem.
3. The sales of the product category shows that books and electronics build up a significant portion of sales volume in all the regions except Asia. Need to investigate deeper to see the untapped market opportunity of why Asia is doing so good with clothing and so mediocre with the electronics and books sales. Similarly is there any market opportunity in clothing in other regions that we are missing out on. I need more data to find out.
4. During the 1st Quarter, the signups from South America showed a promising trend, which reflected in the sales volume of the product sales too. But by the final 4th Quarter of year, the signups from South America reduced which seems to be resulting in lower sales during the mid second half of the annual sales trend. The signups seem to directly impact sales based on comparison of both the trendline of sales volume and signup trend overtime.
5. The new customer acquisition dipped during September and December, exactly at the time when the conversion rate peaked. It seems to be a missed opportunity as both Average Order Value and Sales Conversion rates spiked during this period.