Insight

1. Large deals contribute Significantly higher value per order

Advice:

Prioritize and invest in large clients

Consider reviewing whether small deals are profitable.

1. USA dominates in sales, indicating a strong presence or demand .

Advice:

Continue strengthening presence in the USA.

Explore growth opportunities in France and Spain where there’s already good traction.

1. There a pattern high sales during October and November .

Advice: Identify what caused the spikes

Plan future marketing pushes around those time

1. A few client generate a large portion of revenue.

Advice: Focus on retention and personalized service for top customer.

Don’t rely on a few clients- work on diversifying your customer base.