

### **Insights:**

1. **Certain Product Categories Bring in More Revenue:** Some product categories are more popular and get a lot more money compared to others. Customers are especially interested in these types of products, which mean they're the key to the business profits.
2. **Shipping Costs Are High for Larger Products:** Products that are heavier cost a lot more to ship. This can hurt profits, especially when the shipping cost is high compared to the product's price. Managing these costs could help save money.
3. **Sales Increase During Certain Times of the Year:** There are clear patterns where sales go up during certain months. This indicates that there might be seasonal demand for some products, meaning people buy more at specific times of the year.

### **Recommendations:**

1. **Promote Popular Product Categories:** Since which categories bring in the most money, the business could benefit from promoting these items more. Running special offers or marketing campaigns focused on these popular products could boost sales.
2. **Look at Shipping Options for Expensive-to-Ship Items:** For products with high shipping costs, the business could explore other shipping options, change the way items are packed, or even adjust the product's price to cover some of the shipping cost. This could help keep profits on these items.
3. **Plan Inventory Around Seasonal Trends:** Knowing that sales are higher in certain months, it would be smart to stock up on popular products ahead of those times. During slower months, the business might even consider offering discounts to help maintain sales throughout the year.

These ideas are meant to help the business save money, make the most of popular products, and keep customers happy by having items ready when they want to buy. Taking these steps could support the business's growth and help manage challenges more effectively.