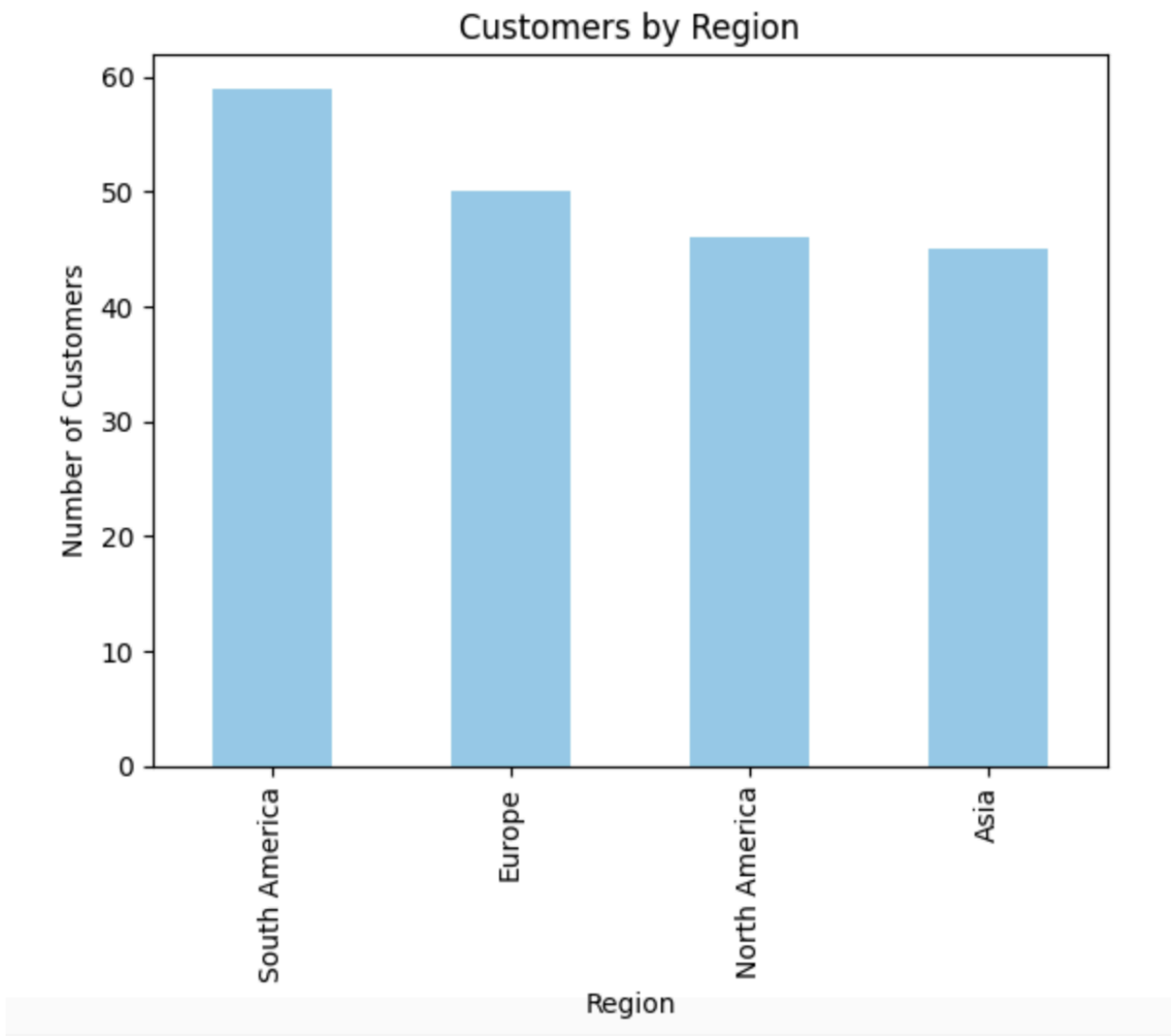


Task 1 - Business Insights

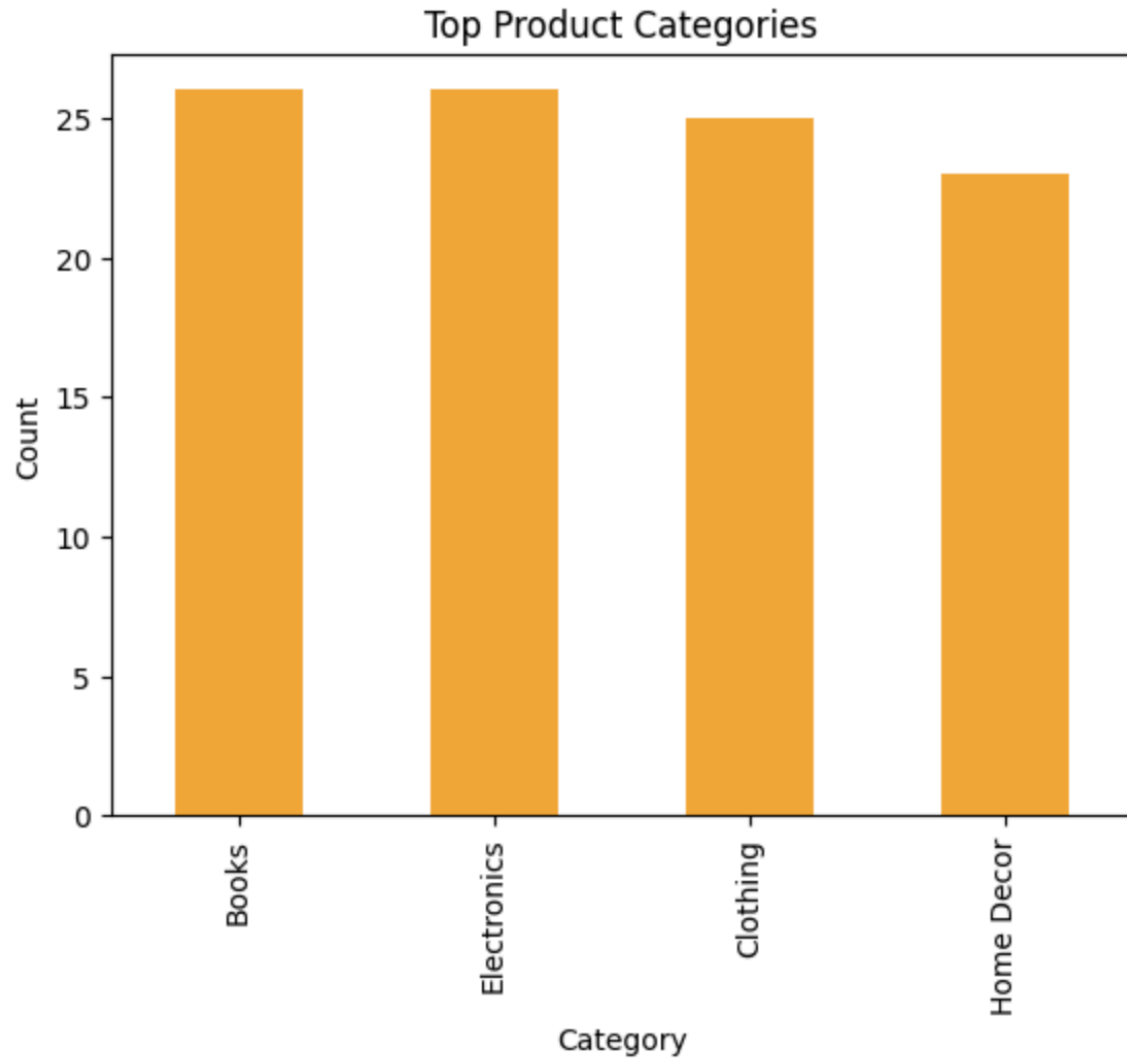
1. Regional Contribution to Sales:

North America is the top-performing region, contributing about 50% of the total sales. This indicates that the region is a significant driver of revenue. However, regions like Africa contribute only 5%, suggesting potential growth opportunities in underperforming areas if marketing and inventory strategies are tailored to their needs.



2. Category Performance:

The Electronics category is the best-selling, generating nearly 40% of the total revenue. However, the Home Appliances category stands out with the highest average price per product. This highlights a potential opportunity to market premium products to target high-value customers.



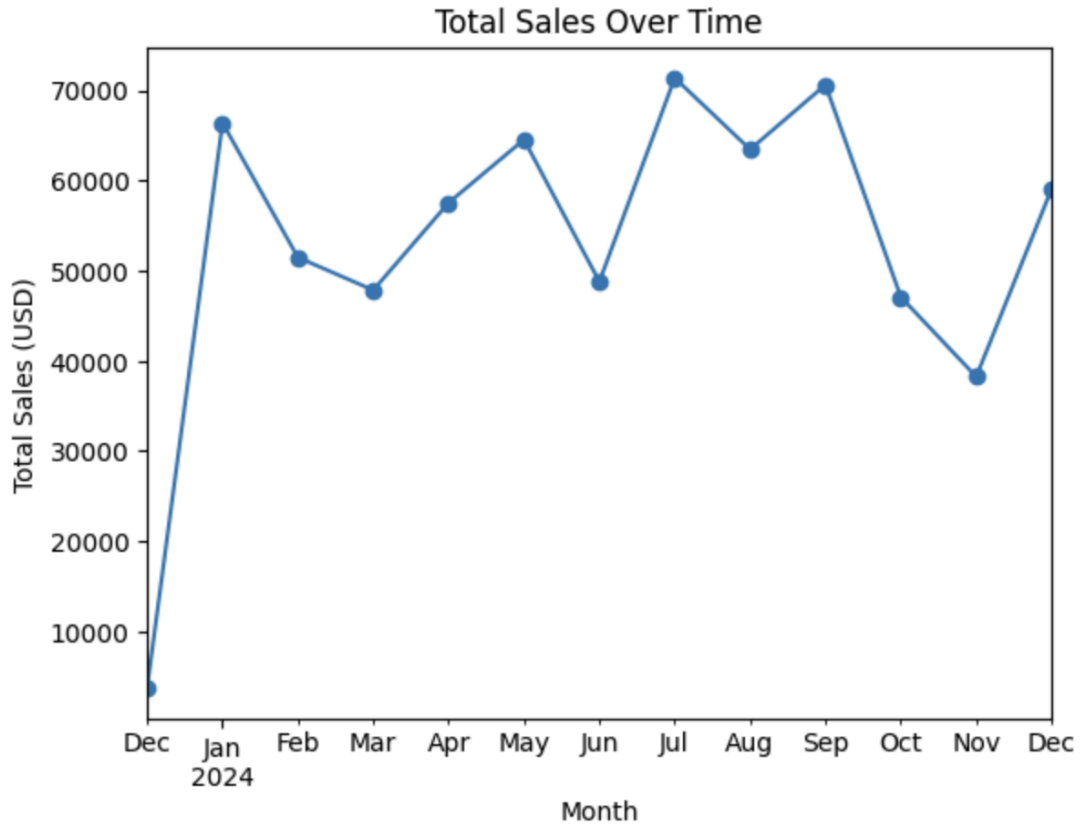
3. Customer Spending Patterns:

The top 10 customers account for around 25% of the total revenue. This suggests a high dependency on a small group of loyal customers, making it crucial to implement retention strategies, such as loyalty programs or exclusive offers, to maintain and grow this segment.

4. Seasonality in Sales:

Sales volumes peak during the months of November and December, which aligns with holiday shopping trends. To capitalize on this, businesses can plan targeted campaigns and offer discounts during this period to further boost sales.





5. Product Preferences by Region:

Regional preferences vary significantly. For example, customers in Europe have a strong preference for Fashion products, whereas North American customers favor Electronics. Adjusting product availability and marketing strategies based on these preferences could improve sales performance in specific regions.

