

Business insights from EDA

Overview

This report draws on key insights from analysis of consumer, product, and transaction data. The findings reveal trends in customer registrations, sales, and regional operations from 2022 to 2024.

Business Insight

1. Regional development

- South America stands out as a strong market participant with 25 unique customer registrations in 2022.
- Europe leads with 19 registrations in 2023, indicating interest in sales in the region. - North America will lead the way with 28 registered customer signups by 2024, indicating growth and potential.

2. Popular products

- Books: Bookworld biography became a bestseller with 3 copies sold for \$645.69.
- Clothing: Activewear jacket were in high demand, with 3 sold for \$726.10.
- Electronics: Activewear smartwatch and Soundwave Headphones performed well, selling 4 units and generating revenues of \$1,505.18 and \$996.48, respectively.

3. Home Decor product highlights.

- Activewear Cookware and Activewear Rug sold 2 units, generating \$739.15 and \$538.69 respectively.
- Homesense Desk Lamp and Homesense Rug each contributed 2 units, generating \$392.54 and \$264.13 respectively. Soundwave desk lamp sales remained steady, selling 2 units for \$556.78.

4. Sales by Product ID in 2023

- Product ID P020 ("ActiveWear Jacket") generated the most revenue at \$1,585.36, mostly from Asia.
- Product ID P061 ("HomeSense Desk Lamp") generated the least revenue at \$313.92, and was sold in Europe.

5. Key Sales in 2024

- Product ID P029 ("TechPro Headphones") was the highest-grossing product in South America in 2024, generating \$19,513.80 in revenue.
- Product P044 ("ActiveWear Running Shoes") also had the lowest sales price in South America at \$244.66, suggesting a diverse demand for the product.

Contents

- Regional change: South America, Europe, and North America have shifted, providing opportunities for regional strategies.
- Top Group: Electronics and apparel account for the majority of revenue, with the rest of the books holding steady.
- Good Demand: High and low performers in each region have addressed the need for local product and marketing strategies.

Idea to scale up:

1. Focus on investing in North America to capitalize on a growing customer base.
2. Prioritize marketing of high-performance products such as electronics and clothing.
3. Investigate and resolve products such as product ID P044 in South America.
4. Expand your product range in high demand areas like electronics to maximize sales.
5. Simplify the product range of decorative products and opt for popular products like Soundwave desk lamp