

Bussiness Insights

1. The first insight highlights the top 4 category-region combinations generating the highest revenue. It showcases how specific categories dominate in certain regions, reflecting their strong market performance. This insight can guide targeted strategies to further capitalize on these high-revenue areas.
2. The second insight is about visualization of the highest revenue region which contributes the most to overall revenue. It highlights the regional distribution of revenue, helping identify the leading region and its dominance compared to others. This insight is valuable for allocating resources and prioritizing efforts in high-performing regions
3. The third insight is about analysis of the top ten popular products sold based on quantity showcases the most in-demand items among customers. It provides a clear picture of customer preferences, highlighting which products drive the highest sales volume. This insight can help optimize inventory management and marketing strategies to focus on these high-performing products.
4. The fourth insights is about analysis of the monthly trend provides an overview of how revenue or activity fluctuates over time. It highlights seasonal patterns, growth trends, or dips in performance, offering a clear timeline of business dynamics. This insight helps in forecasting and planning strategies to optimize performance during peak and off-peak periods.
5. The fifth insight is about analysis of the customer trend reveals how customer engagement evolves over time, including changes in the number of active customers and their purchasing behavior. It highlights patterns such as growth in the customer base or shifts in spending habits. This insight is crucial for understanding customer dynamics and tailoring strategies to improve retention and acquisition.