

Insights and Derivations

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1 Steady Revenue Growth with Seasonal Variations

3 Regional Purchase Behavior

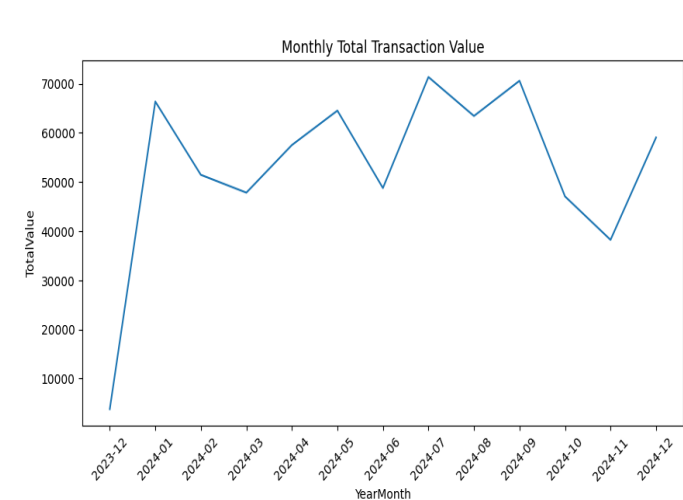


Figure 1: Monthly Total Transaction Value

What I Found: Sales are growing steadily over time, with some months doing better than others like January, June, and September. This could be due to holidays or sales events. Knowing these patterns can help us get ready for busy months.

2 Top Performing Categories

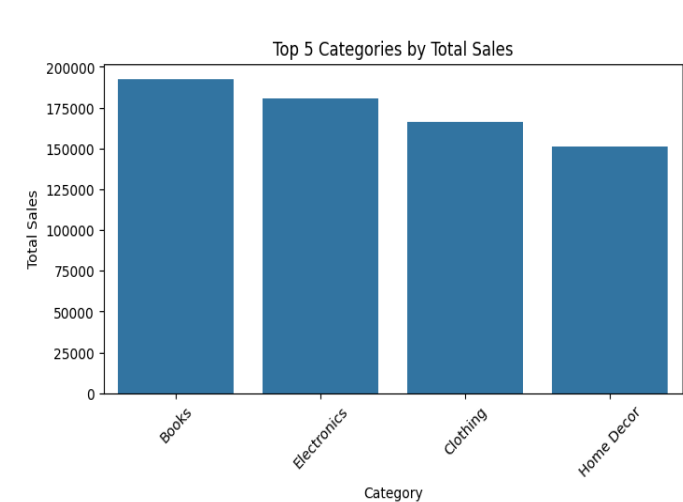


Figure 2: Top 5 Categories by Total Sales

What I Found: Books and electronics are the top-selling categories. Clothing and home decor also do well. Promoting these categories more could help us increase sales.

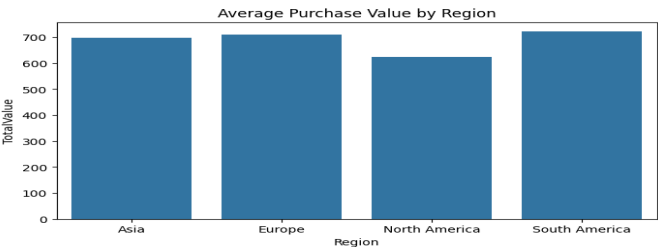


Figure 3: Average Purchase Value by Region

What I Found: Customers in Asia, Europe, and South America spend the most, with average purchases over \$700. North America spends a little less. This shows we could focus on premium products in these regions.

4 Product Pricing Distribution

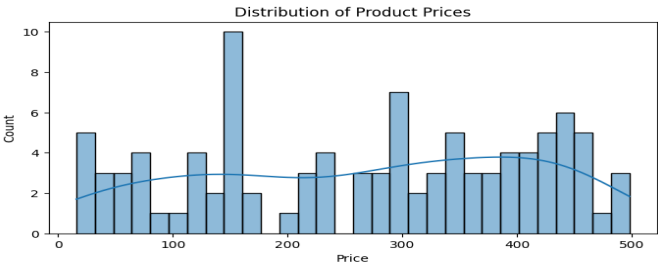


Figure 4: Distribution of Product Prices

What I Found: Most products are priced around \$100 and \$300. These price ranges are popular with customers. Offering more products in these ranges might attract more buyers.

5 New Signup Trends

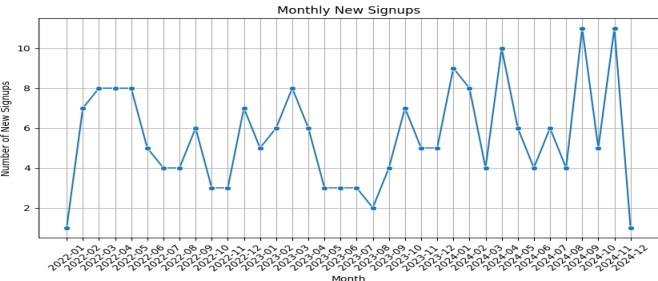


Figure 5: Monthly New Signups

What I Found: New customer signups are increasing over time, but there are some months with big jumps. These could be from special campaigns or promotions. We can look into these months to see what worked and do it again.