**Key Insights**

**Overall Performance**

* **YTD Sales:** $2.18M
* **QTD Sales:** $811.09K
* **YTD Products Sold:** 27.75K
* **YTD Reviews:** 19.42M
* Strong year-to-date sales and customer engagement through reviews.

### Sales Trends

* **Sales by Month:**
  + Significant spike in **October and December**, peaking over $1M.
  + Slow growth until mid-year, then steep increase from **August onward**.
* **Sales by Week:**
  + Sharp rise in weekly sales from **week 30 onward**, with peaks around **weeks 44–48**.
* End-of-year period (Q4) drives the majority of annual sales—possibly due to holiday shopping.

### Sales by Product Category

* **Top Categories by YTD Sales:**
  + **Camera:** $492.5K (22.62%)
  + **Car Accessories:** $237.29K (10.92%)
  + **Men Clothes:** $207.54K (16.42%)
  + **Men Shoes:** $90.47K (43.18% growth from QTD)
  + **Toys & Mobile Accessories** have the smallest share.
* Camera is the highest grossing category; Men’s Shoes show strong recent growth.

### Top Products by YTD Sales

* **Nikon** **Cameras** – $34K
* **Atomos Monitors** – $28K
* Nikon leads in sales among individual products.

### Top Products by YTD Reviews

* **SanDisk Memory cards :**Top three spots with **0.40M**, **0.34M**, and **0.23M** reviews respectively
* SanDisk dominates customer feedback and review volume.

### Category & Product Insights

* **Camera category** leads with nearly **half a million in YTD sales**.
* **Men Shoes** have the **highest QTD sales ($39K)** among categories, showing recent popularity.
* **Mobile & Accessories** and **Toys** contribute the least to sales (~1–2%).