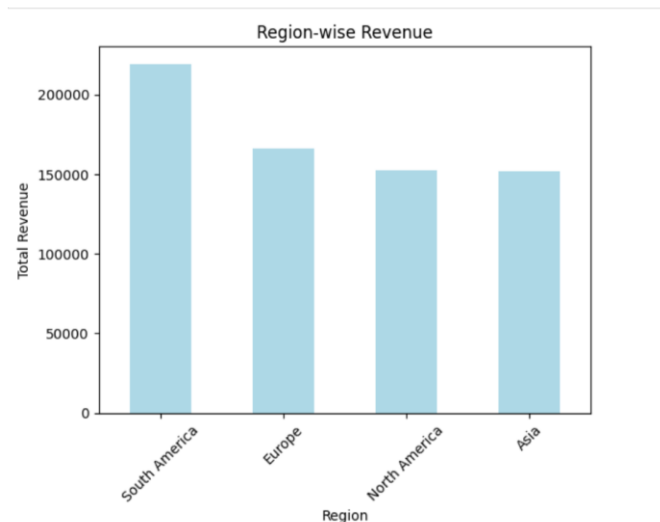


## Business Insights

### 1. Strong Revenue in South America:

- **South America** is the top revenue-generating region with ₹219,352.56, outperforming Europe, North America, and Asia.
- **Insight:** The company should prioritize South America for expansion while enhancing strategies in other regions, especially Europe and North America, to balance global revenue generation.

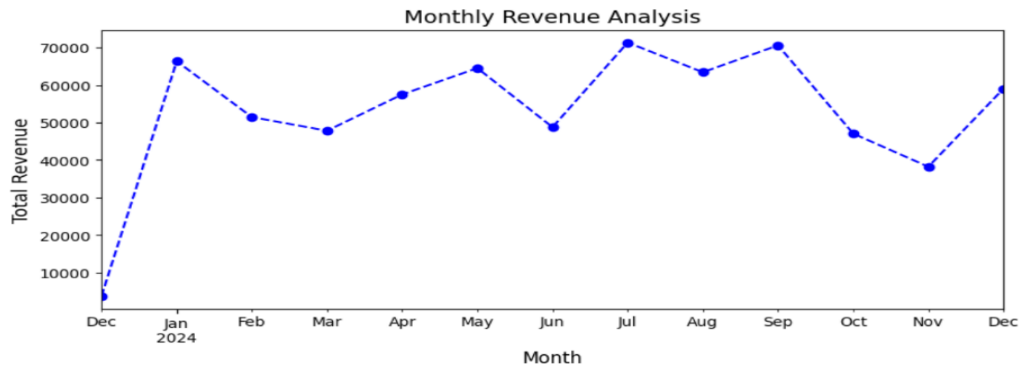


### 2. Popular Product Categories:

- **ActiveWear Smartwatch and SoundWave products** are the top revenue contributors.
- **Insight:** Focusing on the high-performing ActiveWear and SoundWave product lines can drive more sales, potentially expanding these categories to boost overall revenue.

### 3. Monthly Revenue Fluctuations:

- Monthly revenue shows variations, indicating some months perform better than others.
- **Insight:** Analyzing peak months can help optimize inventory, sales promotions, and marketing efforts for higher revenue during low-performing months.



#### 4. Opportunities to Increase AOV:

- The Average Order Value (AOV) is ₹689.99.
- **Insight:** Strategies like bundling, upselling, and cross-selling can increase AOV and overall revenue, enhancing the purchasing experience.

#### 5. Category-wise Revenue:

##### Books are the Best-Selling Category:

- The **Books** category leads with the highest sales volume (681 units), followed by **Home Decor** (639 units), **Electronics** (627 units), and **Clothing** (590 units).
- **Insight:** Books are the most popular category, indicating strong demand. The company can expand its book collection, introduce bundles

