Business insights

1. Larger Market Area and Product Categories

The market is largest in South America, followed by Europe, North America, and Asia. The top-performing product categories across these regions are Books, Home Decor, and Clothing, with Books appearing frequently as a key driver in multiple regions.

2. Equal Share of Revenue Across Most Categories

Most product categories show equal shares in total revenue, suggesting a balanced portfolio. There is no overwhelming dominance by any one category, which implies diversification in the company's offerings.

3. Slightly Better Revenue

Electronics category product activewear smartwatch is generating slightly better revenue compared to other product categories, highlighting its importance. This insight suggests that focusing on promoting or expanding the electronics activewear smartwatch segment could lead to further growth.

4. Median and Interquartile Range Insights for Clothing and Books

The median of Clothing and Books is higher, indicating that most transactions for these products are centered around a certain price point (around 300 USD).
The Interquartile Range (IQR) for these categories is also greater, suggesting a wider spread of prices within the category, which could imply greater diversity in customer spending behavior for these products.