

Business Insights

1. Customer Growth:

New customer sign-ups show consistent growth, with notable spikes in **April** and **February**, indicating the effectiveness of **spring and early-year campaigns**. Leveraging similar strategies during these periods could further enhance customer acquisition.

2. Top-Selling Products:

The top 3 best-selling products—**ActiveWear Smartwatch**, **SoundWave Headphones**, and **SoundWave Novel**—contribute approximately **12.87%** of the total annual revenue. Prioritizing inventory management and targeted promotions for these products can significantly enhance revenue and customer satisfaction.

3. Repeat Customers' Contribution:

Repeat customers account for an impressive **99.08%** of total revenue, indicating strong customer loyalty. This highlights the potential of further strengthening loyalty programs to retain high-value customers.

4. Seasonal Revenue Trends:

Revenue peaks significantly during **July** and **September**, contributing approximately **20.58%** of the total annual revenue. Targeted marketing campaigns and promotions during these months could further capitalize on the seasonal demand and boost overall revenue.

5. Regional Trends:

South America, contributing 31.79% of total revenue, while **Asia** contributing only **22.04%** of total revenue. Targeted campaigns and promotions in Asia could balance sales distribution and boost overall revenue.