TASK1

Business Insights

Based on the analysis, **5 key insights**:

1. **Best-Selling Products – A few products generate a large chunk of revenue. Stocking up on these and running targeted promotions could help maximize profits.**
2. **Sales Patterns – Sales data shows clear ups and downs across different months. Identifying seasonal trends can help fine-tune marketing efforts for better sales.**
3. **Regional Focus – Most customers come from a handful of key regions. Focusing marketing campaigns on underperforming areas could help boost overall sales.**
4. **High-Value Customers – A small group of customers makes up a significant portion of total revenue. Introducing a loyalty program could encourage repeat purchases and increase retention.**
5. **New Customer Growth – A spike in signups seems to align with promotional events. Analysing these trends can improve onboarding strategies and help attract more customers.**