

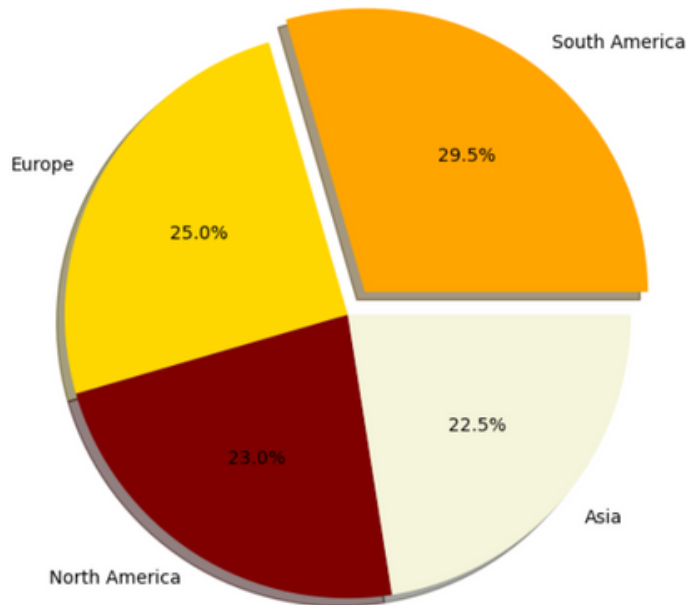
Business Insights

2024



Deva Nandan S

Customer Analysis



200 Customers

Region	
South America	59
Europe	50
North America	46
Asia	45

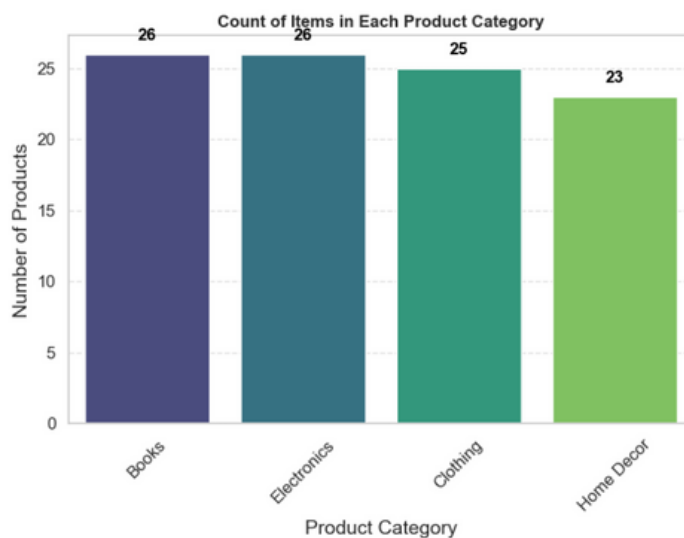
Majority of customers are from South America **29.5%**



- Two peak signup months (**11 signups**) **September 2024** and **December 2024**.
- The signups show a considerable amount of variation month-to-month, indicating potential volatility in customer acquisition.
- The data is following a pattern but the intensity of change is different.

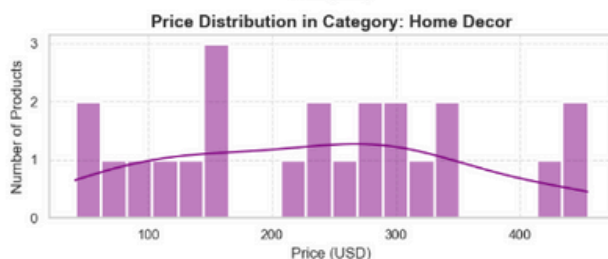
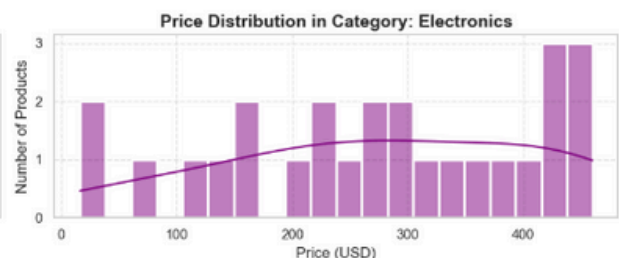


Product Analysis



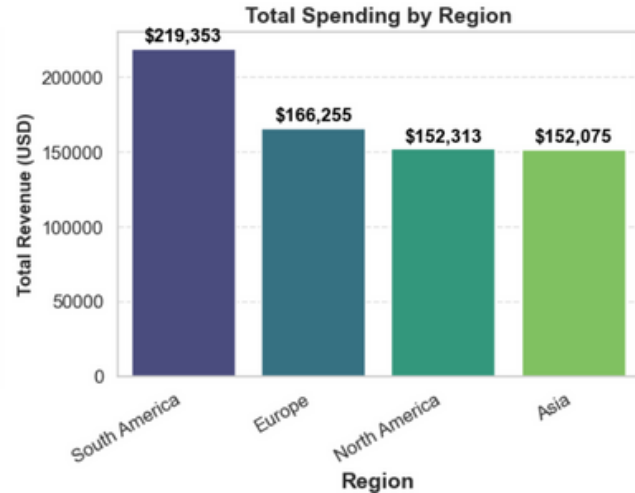
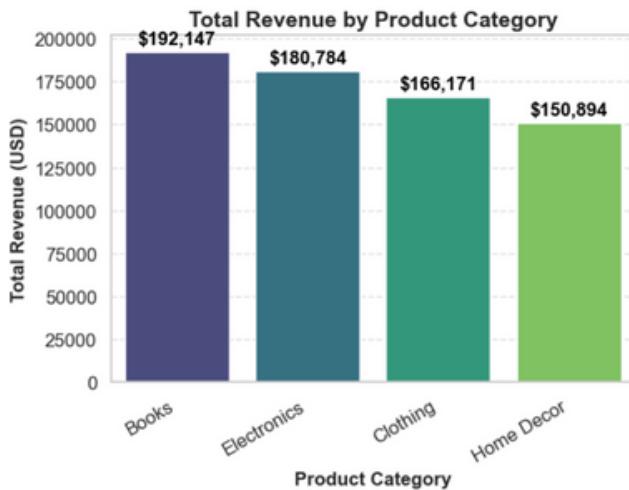
100 Products 4 Categories

- **Books** and **Electronics** are the leading product categories, each with **26** items.
- **Home Decor** has the fewest items, with only **23** products.

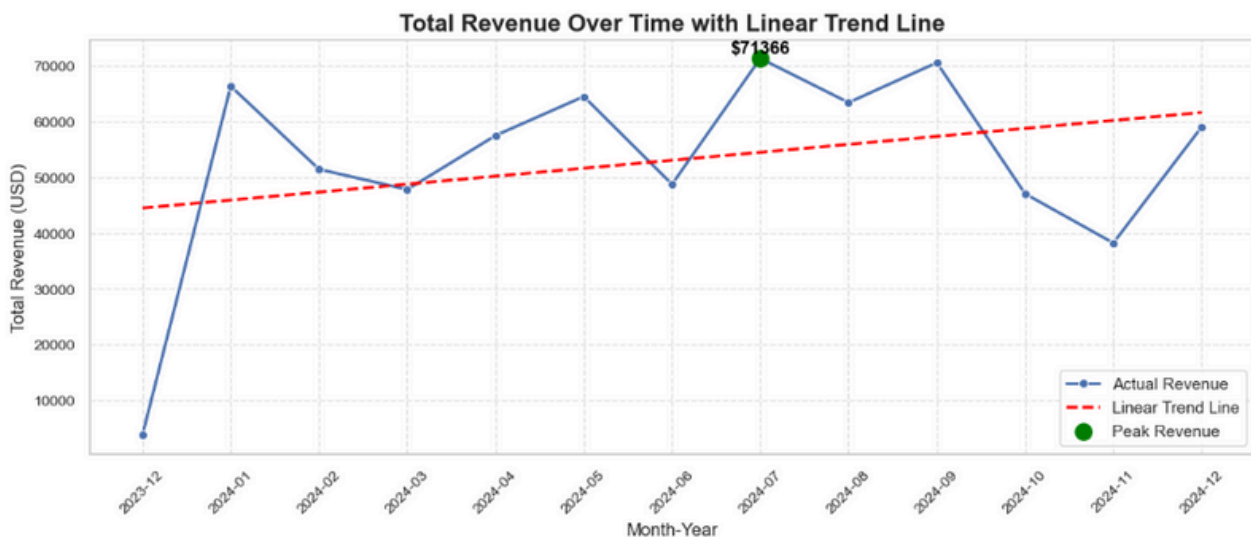


- Price distribution of **books** is widely spread, but there is a moderate concentration of products priced around **\$150 - \$200** and **\$350 - \$400**.
- Prices of **electronics** are right-skewed, with more products priced above **\$300**, indicating that higher-end products dominate the category.
- **Home Decor** has a balanced spread of prices, but a higher density around **\$150 - \$250**, suggesting that most items are mid-range priced.
- **Cloth** distribution is evenly spread, but clusters around **\$300 - \$450**, implying that higher-end clothing is more common.

Purchase Analysis

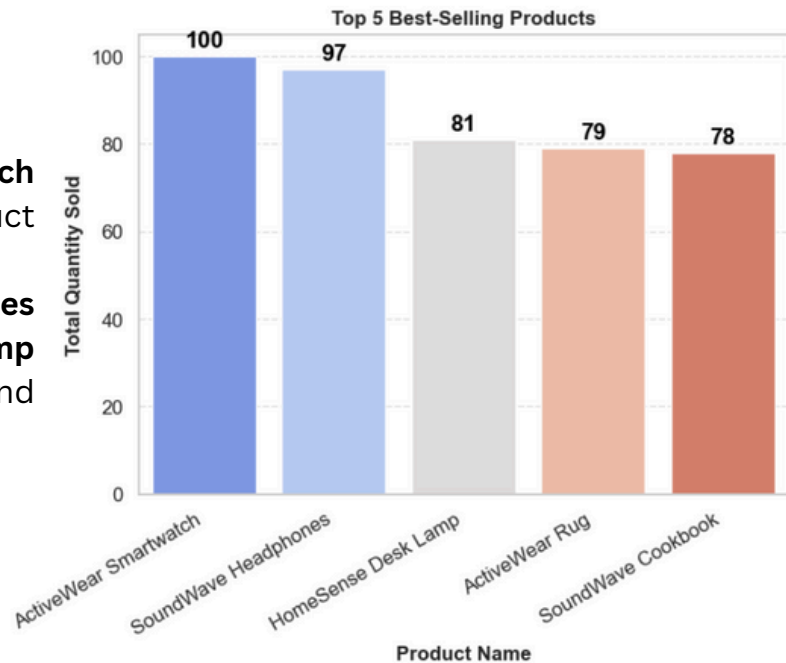


- **Books** generated the highest total revenue: **\$192,147**.
- **Home Decor** generated the lowest total revenue at **\$150,894**, it may need more focus or improvement to increase profitability.
- **South America** has the highest total spending: **\$219,353**, indicating strong market potential in this region.
- **North America** and **Asia** have similar spending levels, with **\$152,313** and **\$152,075** respectively, suggesting improvement in these regions.



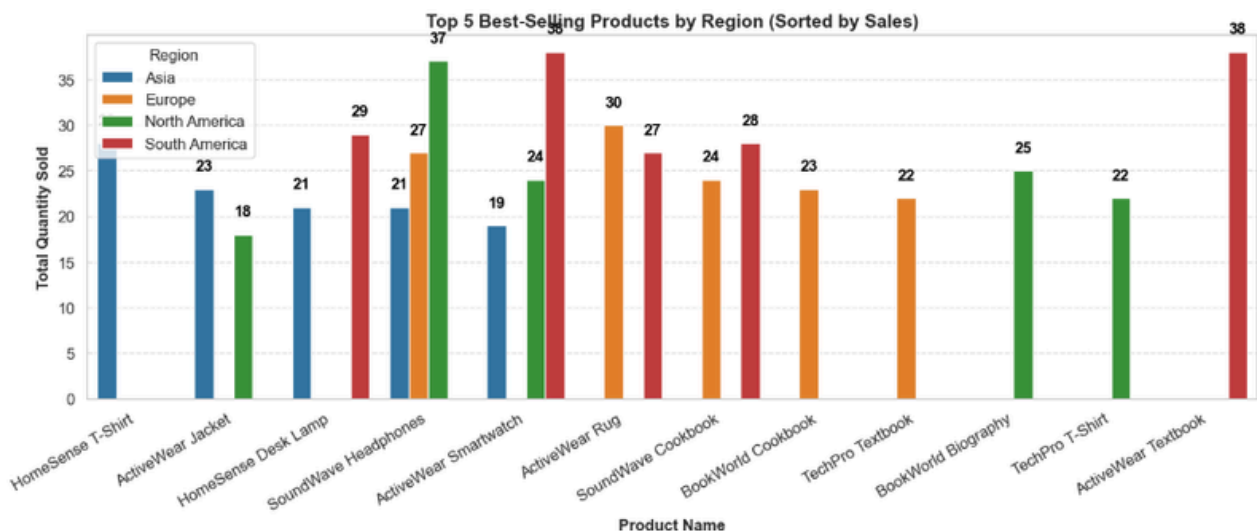
- The highest revenue was **\$71,366** in **July 2024**.
- The linear trend line indicates a consistent upward trend in revenue.
- Revenue shows significant fluctuations month-to-month, with notable drops in **October 2024**.

- The **ActiveWear Smartwatch** is the best-selling product with **100** units sold.
- **SoundWave Headphones** and **HomeSense Desk Lamp** are also popular, with **97** and **81** units sold.



Top 5 Customers

CustomerID	CustomerName	Region	TotalValue
C0141	Paul Parsons	Europe	10673.87
C0054	Bruce Rhodes	Asia	8040.39
C0065	Gerald Hines	North America	7663.7
C0156	William Adams	North America	7634.45
C0082	Aimee Taylor	South America	7572.91



- The "**ActiveWear Textbook**" dominates in **South America** with **38** units sold.
- Different regions have distinct best-sellers: "**ActiveWear Smartwatch**" in **Asia**, "**ActiveWear Rug**" in **Europe**, and "**TechPro T-Shirt**" in **North America**.

