

# Business Insights

## 1. Overall Sales Analysis

The total revenue of 689,995.56 and 2,537 products sold highlight strong performance, with **ActiveWear Smartwatch** driving both revenue (39,096.97) and quantity (100 units). **Books** lead category sales (192,147.47), followed by **Electronics** and **Clothing**. **South America** generates the highest revenue (219,352.56), while sales peak in **July 2024** (71,366.39) and drop to their lowest in **December 2023** (3,769.52). This indicates mid-year sales strength and opportunities for targeted promotions in underperforming months.

## 2. Insight on Customer Behavior

The top customers significantly contribute to revenue, with the highest spender generating 10,673.87. **Frequent customers** (11+ purchases) include **Customer C0156**, indicating loyalty. **High average spending** is observed in customers like **C0040**, spending over 1,300 per transaction. Monthly signups peaked in May 2024, suggesting potential seasonal demand. **South America** leads in revenue at 219,352.56, while **Books** and **Electronics** dominate across all regions. **Repeat customers** (187) reflect retention opportunities. High-value products like **HomeSense Novel** and **TechPro Textbook** are popular among premium spenders. Revenue spikes in **July and September 2024** (71,366.39 and 70,603.75), suggesting these months are ideal for promotions.

## 3. Time Based Analysis

The data reveals strong seasonality in revenue, peaking in **July** (71,366.39) and **September** (70,603.75), indicating high summer and early autumn sales. **December** also shows consistent performance (62,818.72), likely due to holiday demand. Monthly quantity trends align with revenue, highlighting increased purchases during these peak periods. Product-level sales reveal that **books** dominate revenue in most months, followed by **clothing** and **electronics**. **Home decor** performs steadily but peaks in **April and December**. Customer **signups** spiked in key months like **April 2024** (48) and **September 2024** (58), suggesting marketing success. Overall, summer and year-end are pivotal for driving growth and customer acquisition.

## 4. Region Based Analysis

**South America** leads in **revenue** (219,352.56), **quantity** (789), and **average spending** (3,717.84), contributing 31.79% to total revenue, indicating strong

market dominance. Europe (166,254.63) and North America (152,313.40) follow, with Asia (152,074.97) slightly behind. **South America** has the highest **repeat customers** (56) and **unique customers** (59), showcasing customer loyalty and engagement. **Books** drive revenue in **South America** (69,752.03) and **Europe** (47,464.42), while **electronics** dominate in **North America** (44,716.43). **Asia** shows balanced performance, with **clothing** (49,353.09) leading. Product-level insights reveal strong demand for diverse categories across regions. Overall, South America is the most lucrative, with potential for growth in other regions.

## 5. Category-Level Analysis

The analysis highlights that **Books** (27.85%) and **Electronics** (26.20%) are the top revenue-generating categories, followed by **Clothing** (24.08%) and **Home Decor** (21.87%). **Books** lead in **total revenue and quantity** (681 units), while **Electronics** has the **highest average revenue per transaction** (288.33). **South America** drives significant sales for **Books** (69,752.03, 241 units) and **Electronics** (58,846.32, 198 units). Monthly trends show fluctuating performance, with **Electronics** peaking in **July** (22,096.51). Home Decor has steady demand across regions. Asia focuses on Clothing, Europe shows balanced sales, and North America has strong Electronics demand. Seasonal variations influence revenue patterns.