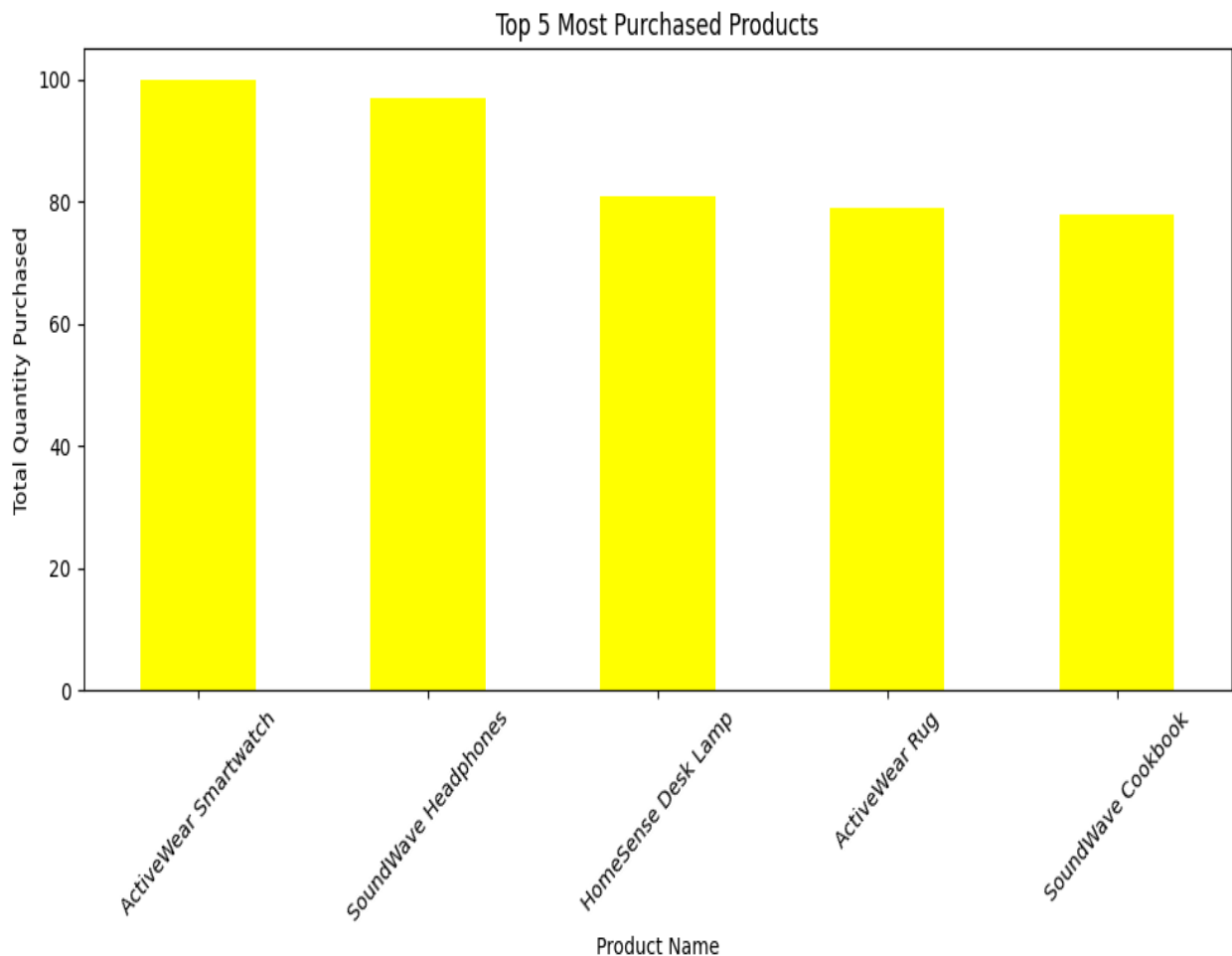


# Business Insight Report

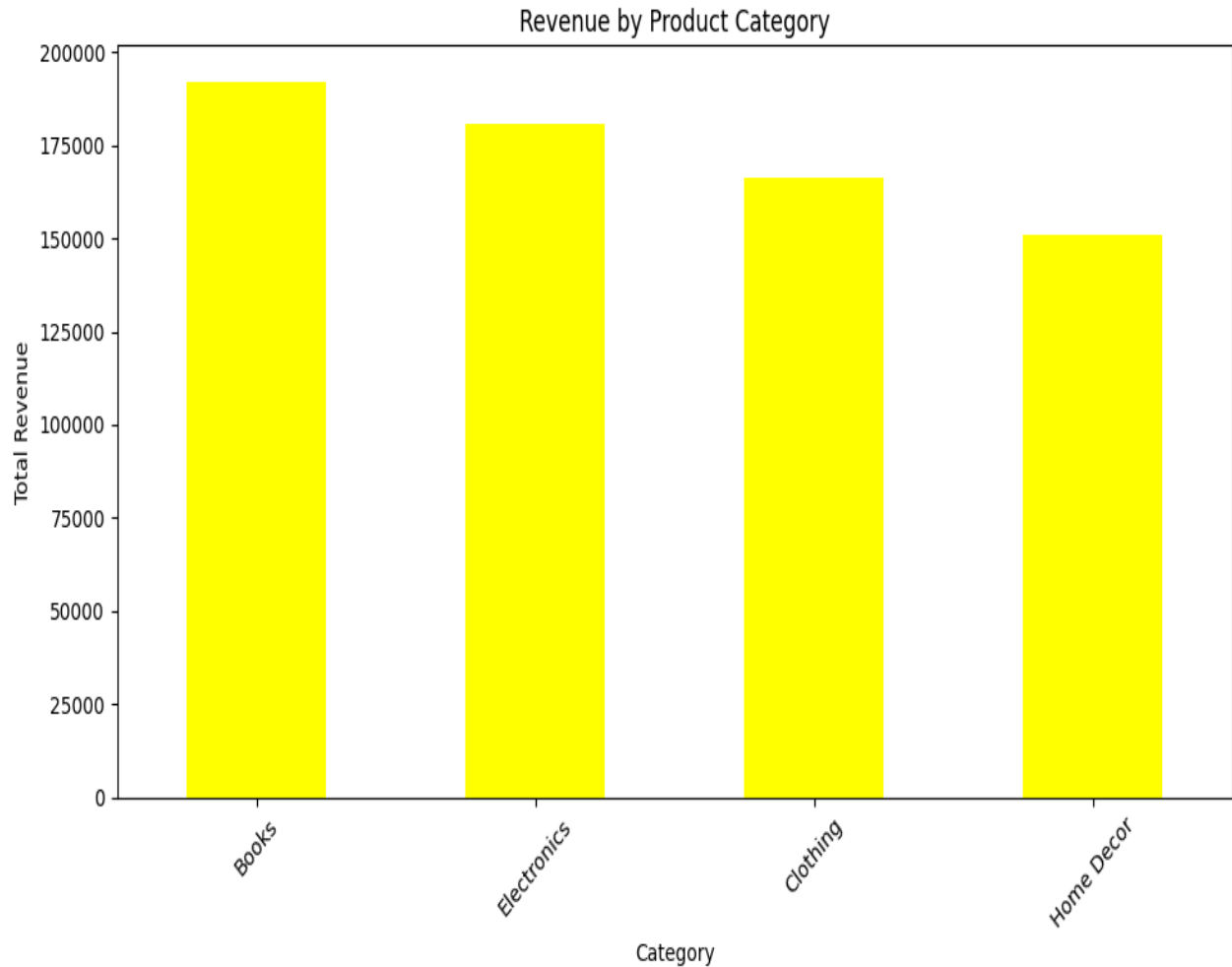
In this report, we will see how we sorted the business types according to several factors and their reasons.

1) Top 5 Most purchased products: -



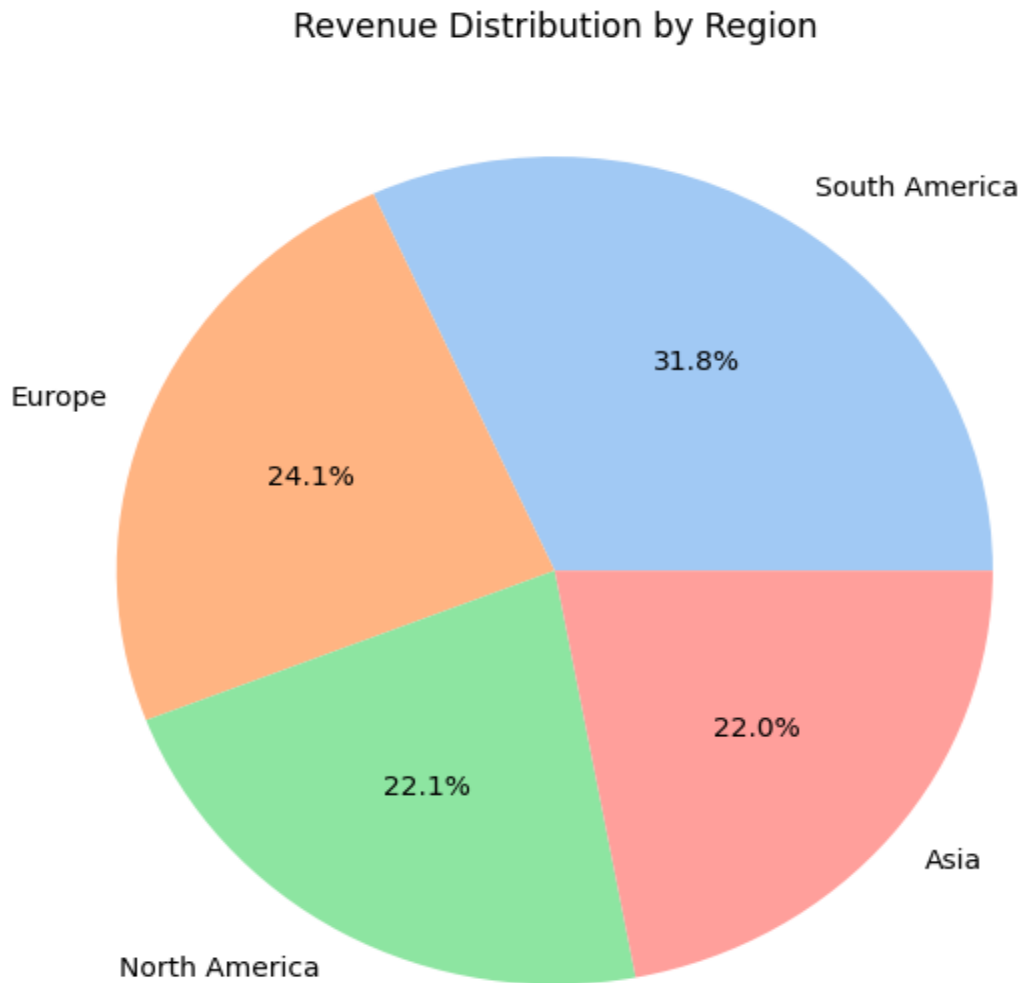
- We found this insight to ensure that this product remains well-stocked and promote them to sustain high sales volumes.
- In this insight we found that The ActiveWear Smartwatch and SoundWave Headphones are the most popular products, followed by the HomeSense Desk Lamp, ActiveWear Rug, and SoundWave Cookbook. This indicates a strong consumer preference for electronics and lifestyle products. High sales volumes in these categories suggest opportunities for cross-selling or bundling of related products. Understanding the features driving purchases and applying similar strategies to other products can boost overall sales.

## 2) Revenue contribution by product categories: -



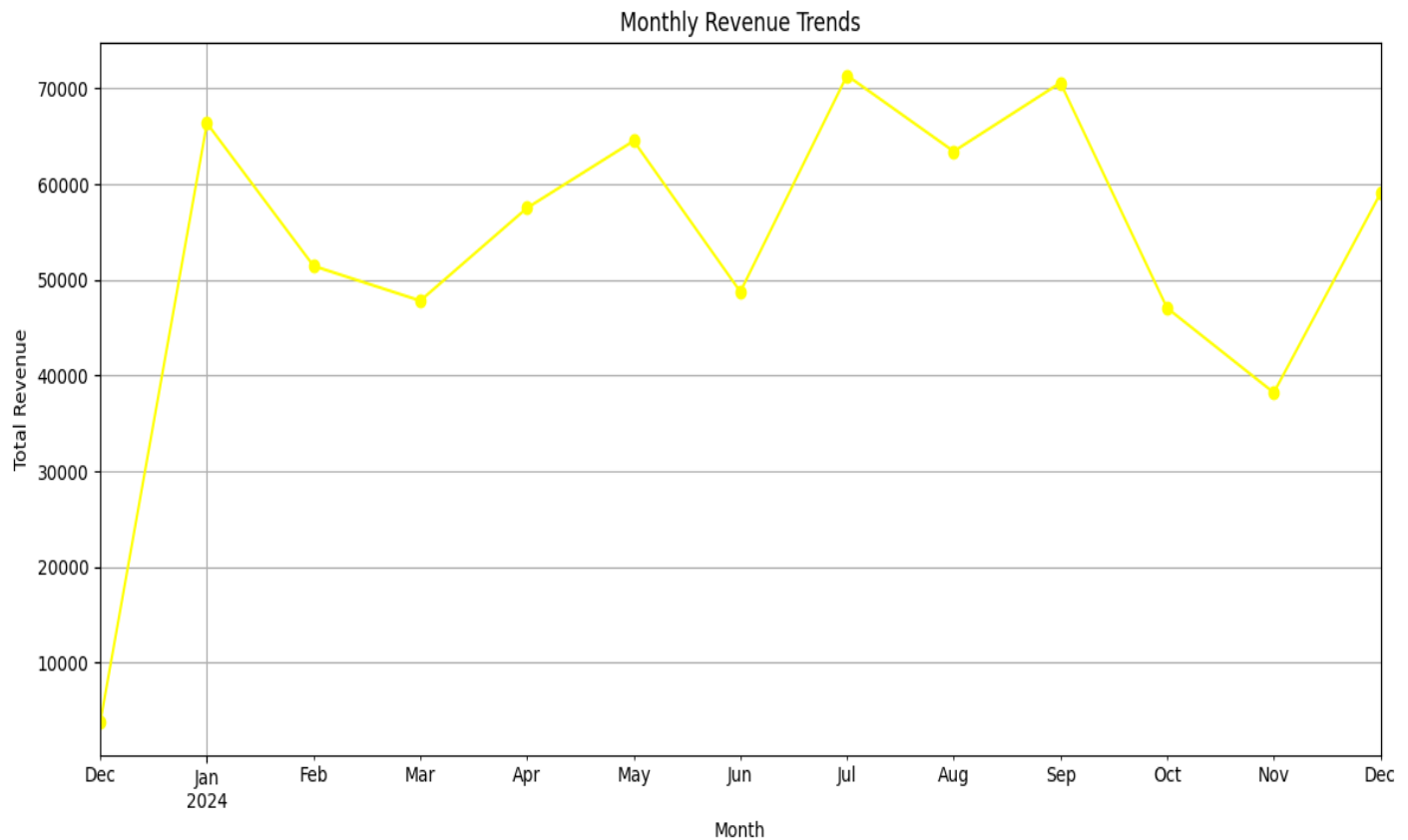
- We found this insight to highlight the high revenue products to attract high-class customers despite being moderately purchased.
- Books lead revenue generation, followed by Electronics and Clothing, with Home Décor contributing slightly less. This highlights Books as a consistent and high-performing category, driven by steady demand for loyal customers. Electronics and Clothing represent diversified consumer interests and strong secondary revenue drivers. To grow further, strategies like expanding product lines in Home Décor or introducing exclusive offerings in top categories could drive additional revenue.

### 3) Regional Revenue Distribution: -



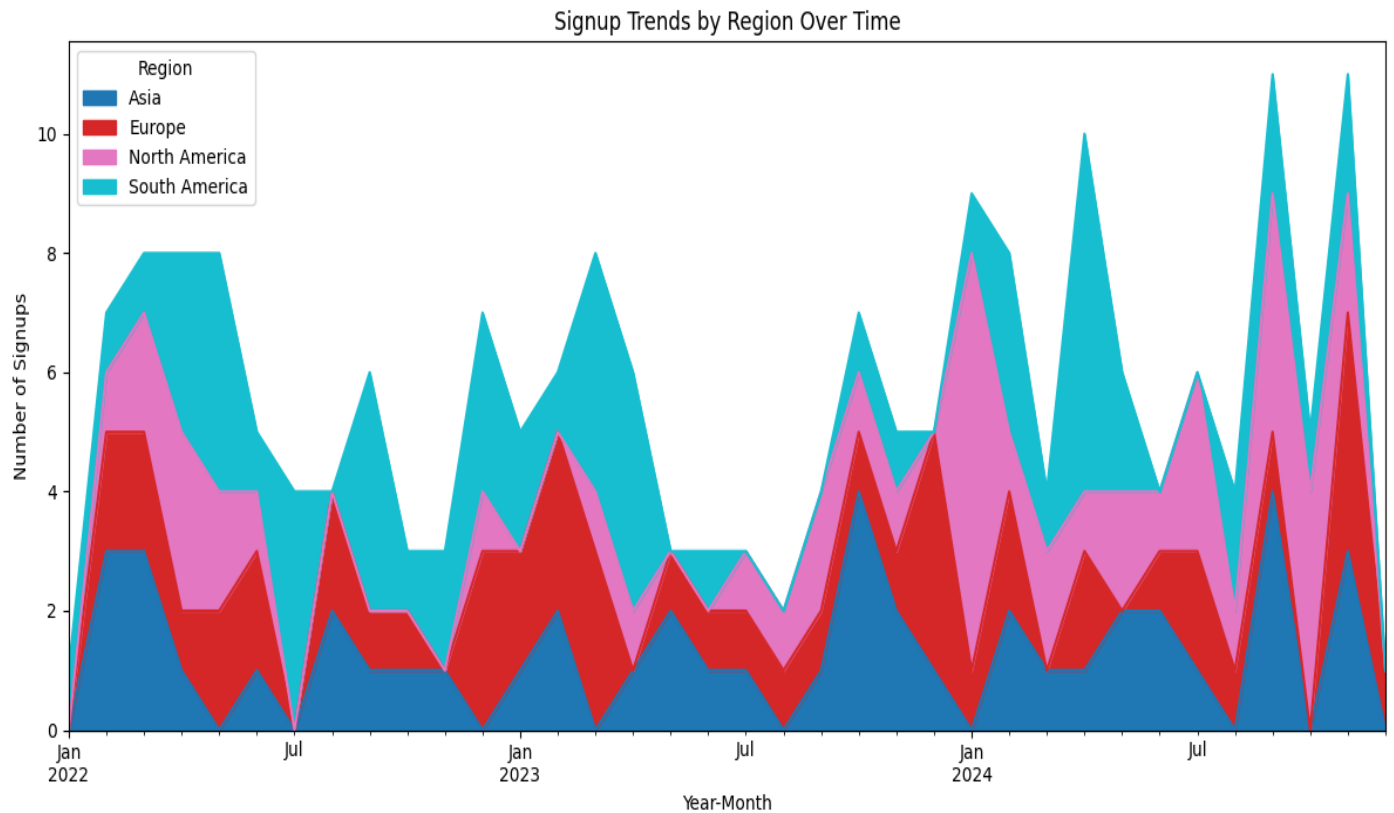
- This insight Highlights the regional promotions, logistics and operations in high-revenue areas.
- South America dominates revenue distribution, contributing 31.8% to the overall total, followed by Europe at 24.1%. North America and Asia contribute 22.1% and 22.0%, respectively. South America's impressive performance highlights its importance as a key market. Europe also remains significant, suggesting potential in customer demand or operational strategies in the region. North America and Asia are fairly balanced, indicating steady contributions but potential room for growth. Businesses should explore scaling efforts in North America and Asia to improve revenue proportions while maintaining leadership in South America.

### 4) Monthly Transaction Trends:-



- This insight that we found is helpful to business to anticipate demand spikes, optimize inventories, staff, and the advertisements.
- Revenue peaks in January and May, indicating seasonal spikes, due to holiday promotions or key events. A sharp decline in February suggests a post-peak lull. Steady revenue from March to July followed by fluctuations between August and November may reflect market demand variances or external influences. Businesses should analyze marketing strategies during low-revenue months to bridge gaps and capitalize on high-revenue periods by ensuring inventory readiness, robust marketing, and seamless customer engagement.

## 5) Signup Trends by regions over time



- In this insight we can assess customer acquisition rates and understand which regions are showing growth and by that we can decide whether to invest in customer acquisition or not in certain regions.
- Asia and South America show consistent dominance in signups, highlighting strong customer acquisition in these regions. Europe and North America have fluctuating trends, with occasional peaks, indicating variability in customer interest. The overall upward trend across regions in 2024 signifies growing customer interest, but disparities in regional performance suggest untapped potential. Targeted campaigns in underperforming regions and leveraging successful strategies in Asia and South America could enhance global signup rates.

