

Title: Business Insights I got on reviewing the data

1. In regional distribution, I got to know about is that maximum number of customers are from south America which is approximately 59 customer count , so maximum revenue is generated from there. Also, the lowest revenue is from Asia having the count of 45 customers indicating that we need to do more target marketing and should take feedbacks in that area for a revenue boost.

2. In category distribution, I got to know that the highest selling product were books and electronics with a count of 26 each. Also, second highest was clothing with count of approximately 1 less 25. So, we need to get more products in this category as the demand is high. For low selling product, home decor with 23 need more genius marketing ideas to increase the sales, collaborations with influencers or create aesthetic representation of products like (IKEA).

3. From monthly revenue trends, the highest revenue was generated in 2024 July which was 71366.39. The lowest was generated in 2023 dec which was of 3769.52. In next month the sale grown up to 66k approx. which shows the company get peak in seasons, thus we need to focus on seasonal items and increase their generation and for low peaks collaborate with other brands. We can get some new products that don't depend on seasonal peak (example: accessories for women and men, or some pet accessories)

4. From revenue by region, I got to learn about regional trends, like from south America the max. Revenue was generated which was of 219352.56. And lowest was from Asia. Thus, we need to focus more on Asia in terms of marketing like suggesting a need for culturally aligned products, pricing strategies, and targeted marketing and provide new product innovations in south America.

5. At last, I have visualized the 5 top selling items in the website, the first top selling item was activewear smart watch need of production more, less was sound ware cookbook need to focus on targeted marketing campaigns or bundling with related products to improve sales, we can do a survey to identify the requirements and modifications. But the most gross margin is received from active wear smartwatch we can say it is a USP.