

Business Insights

By Gaurav lodhi

1. South America accounts for the highest sales revenue, highlighting its potential as a key market.
2. Electronics and Clothing are the most popular product categories, suggesting a focus on these segments could drive sales.
3. Customer signups show a consistent increase over time, reflecting growing interest and market expansion.
4. Revenue trends indicate seasonal spikes, particularly during mid-year, which could align with promotional events.
5. The top 10 customers contribute significantly to revenue, making them crucial for retention strategies.