

BUSINESS INSIGHTS

1) Customer Distribution by Region:

- Most of the customers are in South America followed by Europe.
- Asia and other regions have a significantly lower customer base.
- Actionable insight: Focus marketing and sales efforts in South America and Europe, while exploring strategies to grow the customer base in Asia.

2) Top Product Categories:

- Books and Electronics appliances are the top-selling categories by volume and value.
- Categories like clothing and home decor contribute less to the total sales.
- Actionable insights: Prioritize inventory and promotions for Electronics and books while improving visibility for home decorations and clothing.

3) Average Product Price per Category:

- Categories such as books and electronic appliances have higher average product prices.
- Categories like clothing and home decorations show relatively lower average prices, which may appeal to budget-conscious customers.
- Actionable insight: Focus on high value product categories for upselling and consider bundling lower-priced products to increase overall sales value.

4) Monthly Sales Trends per Product Category:

- Categories like Books and Electronics appliances show strong sales activity year-round with peaks in certain months, particularly in Q1 (Jan-Mar) and Q3 (Jul-Sep) respectively.
- This may be due to the seasonal trends during festive seasons for the electronic appliances.
- Actionable insight: Plan for season-specific stock increases and promotions in Electronics appliances during the latter half of the year.

5) Customer Signups per Month:

- The first quarter for January and extended to April sees a surge in customer signups, possibly due to new year promotions or marketing pushes.
- Post-spring months show a decline in signups, but there is steady activity through the rest of the year also (little bit of dip in between some months).
- Actionable insight: Focus on boosting signups during the first quarter and extended to second quarter with targeted marketing and special promotions. Create re-engagement campaigns during slower signup months.