

Some Insights:

1. Understanding Customers

Most of the customers are concentrated in Asia and Europe, indicating strong markets there. However, regions like South America and others are relatively untapped and show exciting growth opportunities. To grow the presence, it can be taken into consideration that running focused campaigns in these underserved regions can attract more and more customers.

2. About the Products

Electronics are the clear leader in revenue, followed by Home Decor, while categories like Books and Clothing are lagging behind. By promoting high-margin items in Electronics and Home Decor, this could amplify the profit margins. For Books and Clothing, targeted discounts or bundling strategies might help improve their performance.

3. Sales Patterns

Sales naturally spike during certain months, likely aligning with holidays or major shopping events. These peaks represent golden opportunities for sales campaigns. By syncing marketing and promotional efforts with these high-demand periods, this can maximize the impact and revenue.

4. About the Customers

The most popular items fall within Electronics and Home Decor categories. These products not only sell in high volumes but also drive significant revenue. Expanding the stock of these popular items and offering related accessories or complementary goods can boost sales further.

5. Customer Growth Over Time

Customer signups are on a steady upward trend, with noticeable surges during specific times, probably driven by promotions or major events. By studying these spikes, it can be identified that successful strategies and replications lead to growing the customer base.