

# Insights & Recommendations Report

## Insights:

- Asia generates the highest total revenue.
- Cosmetics, Beverages, and Snacks contribute the most profit.
- Online sales outperform offline channels significantly.
- Average shipping duration is around 3–4 days, indicating strong logistics.
- Q3 records the highest number of total orders.
- Shipping delays slightly increase costs but do not reduce revenue much.
- India, China, and the USA show the strongest sales volume.
- Low-priced items with high volume boost overall revenue.
- Electronics show high sales but low profit due to high cost.
- Offline channel remains the least profitable channel.

## Recommendations:

- Increase focus on Asia and Europe regions.
- Promote high-profit items through campaigns and bundles.
- Reduce cost for low-profit categories like Electronics.
- Improve offline sales strategy to increase margins.
- Optimize shipping where duration exceeds 4 days.
- Offer discounts in low-demand months (Q1 & Q4).
- Increase inventory for fast-moving products.
- Partner with efficient logistics providers to reduce delays.
- Target moderate-performing countries with high potential.
- Introduce bundled pricing for grocery and household items.

**Prepared by: Om Narkhede**