

# Business Insights Report

1. Customer Sign-Up Trends: The highest number of customer sign-ups occurred in 2024, with nearly 80 sign-ups. This indicates significant growth compared to 2023, which had the least sign-ups at around 60.
2. Product Categories Distribution: The product portfolio is well-distributed across categories, with Electronics and Books each contributing 26%, Clothing 25%, and Home Decor 23%. Electronics and Books lead slightly.
3. Transactions Over Time: A noticeable drop in transaction volume is observed between May-June and September-October, suggesting potential seasonality or market dips during these months.
4. Revenue by Region: South America generates the highest revenue at approximately 200,000 USD. This region appears to be a key contributor to overall revenue.
5. Top Products by Revenue: The top five products contributing the most revenue are Activewear Smartwatch, Soundwave Headphone, Soundwave Novel, Activewear Jacket, and Activewear Rug, indicating a strong preference for wearable technology and activewear.