

## **BUISSNESS INSIGHTS :**

### **1. Regional Revenue Distribution:**

South America leads in revenue generation with over \$200,000, followed by Europe. Marketing efforts can focus on underperforming regions like Asia to increase overall revenue.

### **2. Books and Electronics Are Cash Cows:**

Two categories generate the highest revenue in over \$175,000 each. Bundling deals or expanding the range could make them even more profitable. Offering exclusive deals could encourage them to splurge even more.

### **3. High-performing product:**

The ActiveWear Smartwatch is the highest revenue generator, earning close to \$40,000. Similar premium product launches can replicate this success.

### **4. Customer distribution by Region:**

With 29.5% of the customer base, South America is largest customer base. Meanwhile, Asia (22.5%) could use some targeted campaigns to catch up.

### **5. Books Are Best Sellers:**

Books consistently outperform other categories in unit sales with over 700 units sold. Expanding the book category could yield higher returns.

### **6. Seasonal Discounts Effect:**

The spike in November and December indicates the effectiveness of seasonal promotions. Expanding these to other months could smooth revenue trends.

### **7. Customer Retention:**

An impressive 94% of customers are repeated buyers. A loyalty program could sweeten the deal and boost retention even further.

### **8. Premium Products Pay Off:**

Big-ticket items like the ActiveWear Smartwatch and TechPro gadgets are driving serious revenue. Focusing on premium product lines can keep the cash flowing.

