

Executive Business Report

Executive Summary

This report presents key insights from the Marketplace Sales Analysis Project. The findings highlight that Electronics is the dominant revenue driver:

- 1-North America leads in overall revenue
- 2-Credit Cards are the most widely used payment method.

Key recommendations focus on regional marketing strategies:

- 1- product pricing adjustments
- 2- improved monitoring metrics for business health.

Market Performance Overview

- 1-Electronics generates the highest revenue, while Clothing and Books drive high transaction volumes.
- 2- North America contributes the largest revenue share, followed by Europe and Asia.
- 3- Regional differences highlight category preferences, such as Electronics in Asia and Home Appliances in Europe.

Strategic Recommendations

- 1. Strengthen Electronics marketing in South America to address underperformance.
- 2. Introduce regional pricing strategies to capture market-specific opportunities.
- 3. Diversify payment options beyond Credit Cards to capture alternative-user segments.

Data Limitations

- 1-Presence of missing values and slight inconsistencies in revenue calculations.
- 2- Potential sampling bias in certain product categories and regions.
- 3- Lack of customer-level identifiers limited deeper segmentation analysis.

Next Steps

- 1-Incorporate predictive modeling to forecast sales trends and customer churn.
- 2- Expand dataset to include customer demographics and repeat purchase behavior.
- 3 - Develop automated dashboards to track KPIs and send alerts for anomalies.