The first trend focuses on analysing the best-selling products based on the quantity sold and total revenue generated. Although some products might have been sold in a greater quantity, the revenue generated can be small as the products are priced lesser. In comparison, if the organization manages to sell a decent number of high priced products with a high profit margin, their total revenue increases. Thus, it is not always about the quantity but the price to profit ratio of the products

The second trend analyses the various categories the products fall into. Thes categories have different contribution to the overall revenue. Some categories have contributed more to the total profit and hence are more in demand. Releasing more products and better incentivized deals in such categories will increase the overall profit of the company.

There are a lot of products with seasonal demands, which can be tracked well by analyzing the dates of the transactions. In the months with lower transactions, the company can roll-out better deals and offers to incentivize and persuade the customers to shop. This will boost sales in the low-revenue months. Similarly, analyzing the pattern of signing-up months can also give an idea of consumer behaviour according to seasons.

The fourth trend is simply to figure out the top consumers which have purchased the highest total value of products. Such customers can be offered occasional discounts. A multi-tiered membership system can be put into place which offers discounts once the customer shops for a particular amount of value.

Analyzing what products are bought together as a pair can help in better product placement in shops and recommendations. Combo deals can be announced for such products to boost sales.