

TASK 1

Business Insights from Sales and Customer Data

- 1. TechPro's Strong Brand Performance** - It has emerged as a dominant brand, with three of its products—Headphones, Cookbook, and Smartwatch—ranking in the top 10 best-sellers. The TechPro Headphones are the highest-selling product overall.
- 2. Customer Spending** - The distribution of customer spending reveals that most customers spend between \$1,000 and \$5,000, with a few high-spending outliers. While these high-value customers contribute significantly, the bulk of revenue comes from the mid-range customer segment.
- 3. Seasonal Revenue Fluctuations** - The monthly revenue trend suggests that sales peak in July and September, while revenue drops in June, October, and November. These fluctuations could be linked to seasonal consumer behaviour, industry cycles, or promotional campaigns.
- 4. Regional Demand**- Customer distribution by region shows that South America leads in customer count, followed by Europe, North America, and Asia. While South America remains a stronghold, the relatively lower numbers in Asia and North America suggest untapped potential.
- 5. Market Recovery** - The signup trend from 2022 to 2024 reveals a slight decline in 2023 but a strong recovery in 2024, with the highest number of signups. This suggests that while external factors may have caused the 2023 dip, successful strategies in 2024 helped regain momentum.