

E-Commerce Business Insights Report

1. Top-selling products

The most purchased product is 'ActiveWear Smartwatch', followed closely by 'SoundWave Headphones'. These categories drive high demand and should be considered for further promotion and inventory optimization.

2. Regional revenue contribution

South America generates the highest revenue, contributing approximately \$219K, followed by Europe and North America. Marketing efforts and supply chain strategies should focus on sustaining and expanding these regions.

3. Sales trend analysis

Monthly sales peaked in July and September 2024, indicating seasonal trends. Understanding these patterns can help in planning targeted promotions and optimizing inventory levels during peak months.

4. Customer spending behavior

The average customer spends around \$3,467, with the highest spender contributing over \$10,673. Personalized marketing strategies should target high-value customers to enhance retention and loyalty.

5. Revenue distribution across product categories

Higher-priced products contribute significantly to revenue, with an average transaction value of \$689. Promotions around mid-to-premium product segments may boost revenue further.