

Business Insights

1. **Meaning Smaller Percentage of Revenue from Top Customers:-**
Analysis showed that more than 30% of total revenue came from top 10 customers. Nurturing high-value customers is the key here: loyalty programs, personalized offers and premium services, will ensure that your customers keep coming back for more!
2. **Certain Products in High Demand:-** Sales of Product Textbook were relatively the lowest, while sales of Product Smartwatch developed a giant share in the sales. That's a clear indication of customer preference, and an opportunity to promote related products, create bundles, or ramp up inventory to meet demand.
3. **Sales Trends Based on Seasonality and Promotions** A close examination of sales trends clearly indicated significant spikes of activity on specific dates, most likely resulting from holiday seasons or combined marketing campaigns. Utilizing these trends through strategic promotions during demand peaks can generate even more revenue.
4. **Regional Sales Disparities:-** Region South America being the highest-grossing region was discovered, accounting for 31.8% of total sales. Marketing and inventory efforts could be prioritized in this region to ensure maximized profitability, whilst strategies to drive more sales in lower-performing regions could help broaden the customer base.
5. **Daily sales have been consistently growing:-** Sales showed consistent growth over the days, which is a sign of an increasing customer base and demand for the product. In order to continue with this growth, product quality must be maintained, customer satisfaction must be increased, and operations must be scaled in a competitive manner.