

Business Insights

Region-specific Sales:

Customers from South America generate the highest revenue, contributing 29.5% of total sales. Focus marketing campaigns in these regions.

Top Product:

Products in the ActiveWear SmartWatch category drive the most sales. Expand product offerings in this category.

Seasonality:

Sales least during Nov. Plan promotions to increase the sales in Nov.

Customer Spending Distribution:

With a mean of \$3467 and a maximum of \$10,673, a few high-spending customers drive major sales. Focus on retaining these high-value customers.

Marketing to increase signups:

Customer signups show seasonal spikes, with increasing trends in late 2023 and early 2024. Increase marketing during May to August to increase sign up in these months.