

Business Insights :

1. Customer Distribution by Region:

The majority of customers are from **South America**, accounting for **29.5%** of the total customer base.

Regions with the lowest representation are **Asia (22.5%)** and **North America (23.0%)**.

This suggests South America has a strong presence, and there may be opportunities to grow in Asia and North America.

2. Top-Selling Product Categories:

Books dominate sales, contributing **26.84%** to the total quantity sold.

Other top-selling categories include **Home Decor (25.19%)** and **Electronics (24.71%)**.

This indicates Books have a wide appeal, but there is nearly equal interest in other categories, showcasing diverse customer preferences.

3. Revenue Contribution by Regions:

South America is the largest contributor to revenue, generating **31.79%** of total sales.

Europe follows with **24.10%**, while Asia and North America contribute almost equally at **22.04%** and **22.07%**, respectively.

South America's strong revenue share aligns with its customer dominance, but opportunities exist to boost revenue in Europe and Asia.

4. Revenue by Product Categories:

Books generate the highest revenue, accounting for **27.85%** of total sales.

Electronics follow closely with **26.20%**, and Clothing contributes **24.08%**.

While Books are the top revenue generator, Electronics and Clothing remain significant, indicating profitable diversity across product lines.

5. Customer Signup Trends:

The highest number of customer signups occurred in **2024 (79 customers)**, followed by **2022 (64 customers)** and **2023 (57 customers)**.

This growth trend suggests a successful campaign or external factors driving signups in 2024. Further analysis can identify specific causes for this increase.