

Sales Performance Analytics – Insight Summary

Executive Business Insights:

- ❖ Australia region has the highest revenue compared to other regions.
- ❖ Bikes category generates the highest sales and is the main revenue contributor.
- ❖ Revenue increases from January to June and then drops sharply in July and August.
- ❖ Total revenue is 24.9M, showing strong overall sales performance.
- ❖ Top 10 customers contribute a large share of total revenue.