

Business Insights

1. Activewear is the largest category of the revenue.
2. In the Activewear as a group Smartwatches are the top ones bringing about 40000 USD in revenue.
3. Average Transaction amount is \$690 and the average quantity comes about 2.5 per transaction.
4. The pricing of goods is mostly in the band of 100-400 USD.
5. The highest spike in monthly signups is in the month of September, possibly due to festival season.
6. The largest customer base is in South America and Asia is the smallest market in terms of region.