

BUSINESS INSIGHTS

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1. Top 10 Performing Products by Total Sales Revenue:

High Revenue-Producing Products:

The top 10 products will generate a very high revenue: P029 comes at \$19,513.80. Demand for these is very high.

Action: Continue to market such products, replenish stock levels, and launch targeted campaigns in order to extract maximum revenue from them.

Revenue Concentration:

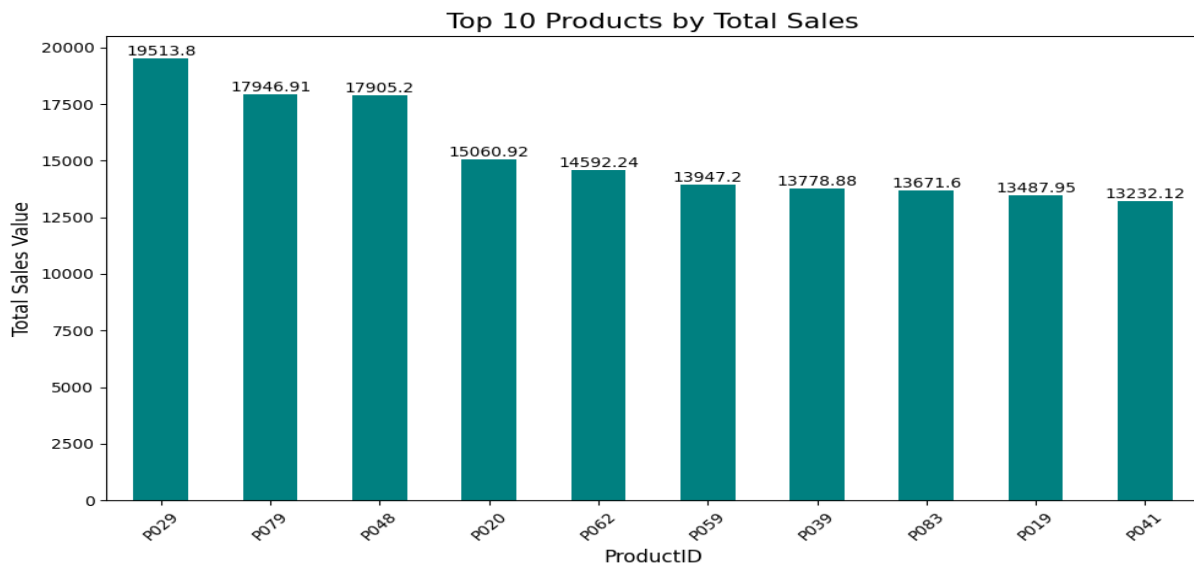
A significant portion of revenue is concentrated in just a few products

Action: Diversify sales promotion strategies to stimulate sales of other products, minimizing dependence on few high-selling products.

Inventory Management:

Top-selling items should always be in stock.

Action: Apply demand forecasting to restock just in time.



Product ID	Total Revenue
P029	19513.80
P079	17946.91
P048	17905.20
P020	15060.92
P062	14592.24

2. Seasonal Trends In Sale:

Peak Sales during Mid-Year:

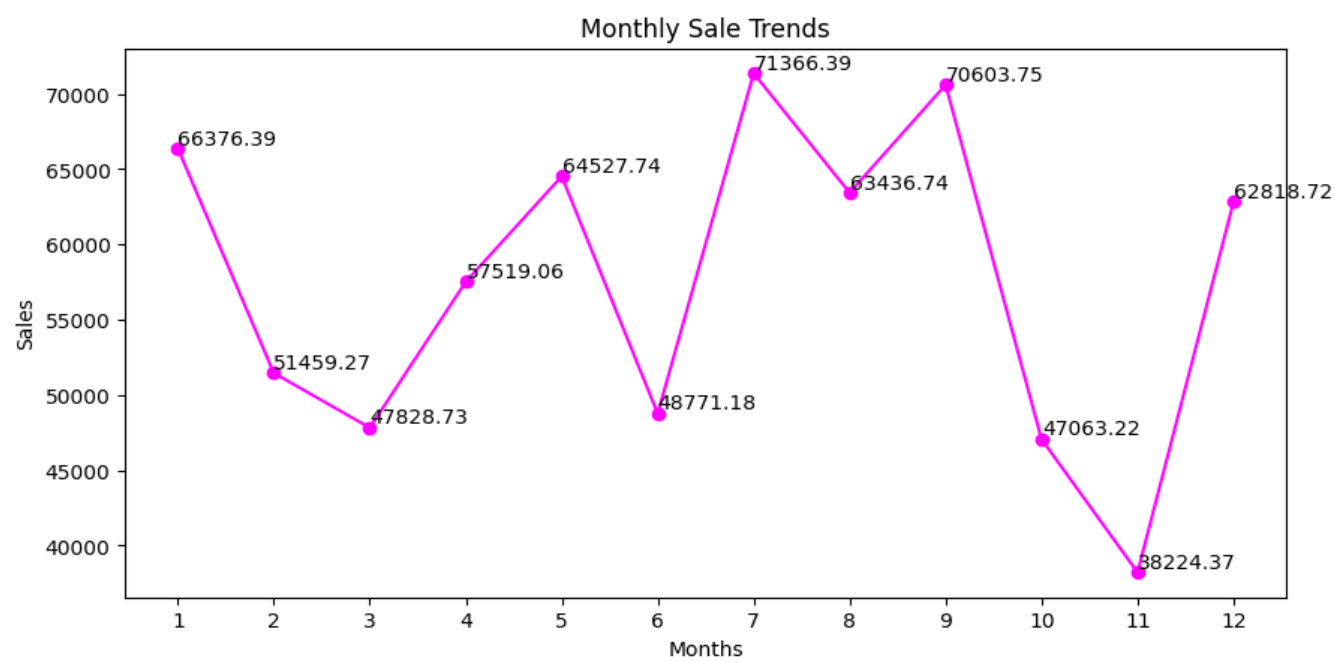
The highest sales are made during July 71,366.39, and September 70,603.75. In other words, there is a great demand at mid-year months.

Action: Take advantage of these months for the main promotional campaigns, seasonal offers and product launches to maximize revenue. Stock may be kept high anticipating increased sales.

Sales Dip in November

Sales Dip :

November sees the lowest sales at 38,224.37, an indication of seasonal slowdown. Action: This could be addressed by rolling out targeted offers, discounts, or holiday promotions earlier to drive demand before the year-end rush. In addition, review the products being sold for value relevance with customers during such seasons.



Month	Amount	Month	Amount
January	66376.39	July	71366.39
February	51459.27	August	63436.74
March	47828.73	September	70603.75
April	57519.06	October	47063.22
May	64527.74	November	38224.37
June	48771.18	December	62818.72

3. Frequent Buyers and Their Impact:

High-Value Frequent Buyers:

Top 10% customers who accounted for high value in sales; C0141 tops with 10,673.87; such customers are core drivers of the business.

Action: Develop loyalty and offer packages targeting frequent buyers in retaining the repeat business.

Customer-Focused Marketing

Customer-Centric Marketing:

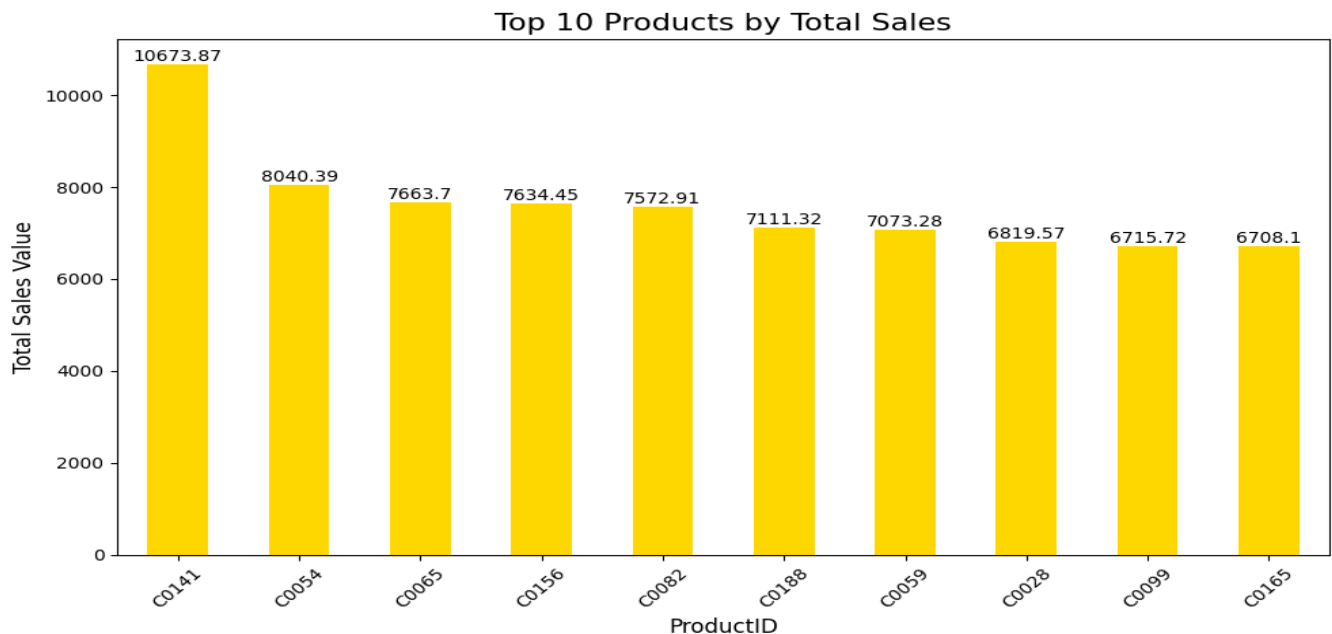
They are a repeat purchase customer. It makes marketing strategies more targeted.

Action: Apply customer data to personalize the marketing approach and make available different discounts or product suggestions to maximize lifetime value.

Targeting Similar Customer:

Likely, these high-value customers are part of a much bigger segment of like buyers.

Action: Use the combination of segmentation and predictive analytics to identify other potential high-value customers and target them with similar offers and campaigns.



Customer ID	Amount	Customer ID	Amount
C0141	10673.87	C0188	7111.32
C0054	8040.39	C0059	7073.28
C0065	7663.70	C0028	6819.57
C0156	7634.45	C0099	6715.72
C0082	7572.91	C0165	6708.10

4. Impact of Customer Signup Date on Purchases:

High-Value Signup Months:

The average revenue for May signups might be the highest, implying that such customers are probably high-value spenders. Business

Actions: Run retention campaigns, like loyalty programs or offers, to maintain their interest.

Analyze customer profiles of May to implement the same strategy in other months.

Low Performance in July and August:

Signup counts as well as average revenue are both pretty low. Business

Actions: Run seasonal promotions or targeted marketing campaigns to boost acquisition and spending in these months and Assess product or pricing strategy during this month

High-Potential Month - April:

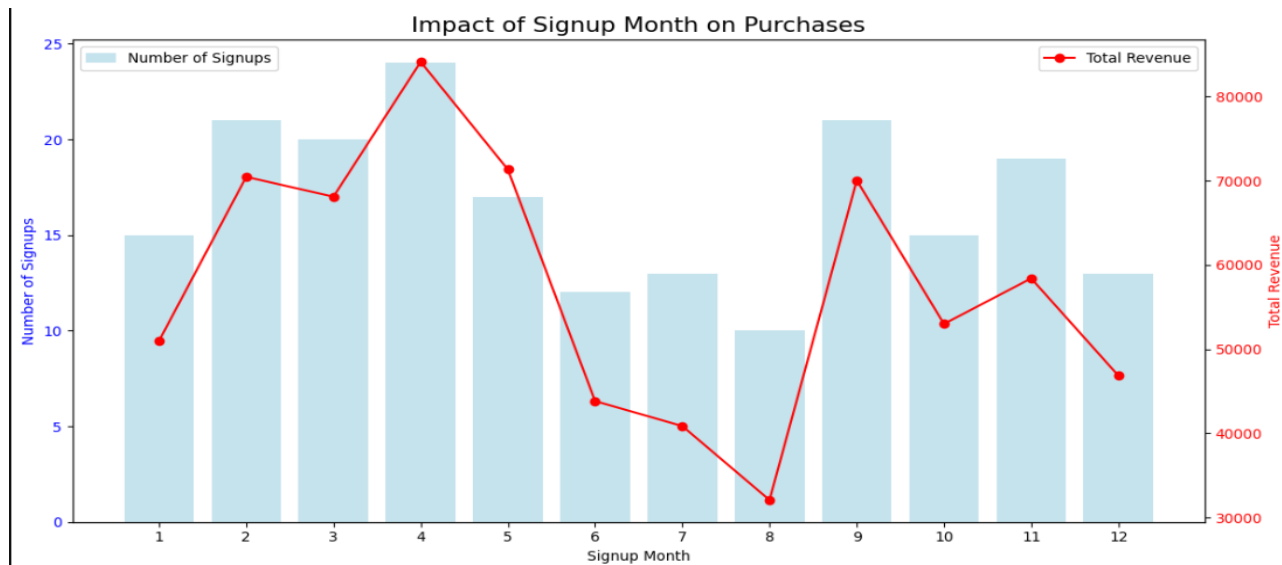
April boasts high signups and strong total revenue.

Actions: Push campaigns driving high signup, and high spending activity during this month.

November Underperformance:

November holds 19 signups, at a time of the lowest average revenue per signup.

Actions: Engage these customers with upselling or cross-selling campaigns to boost their spending.



SignupMonth	Signups	TotalRevenue	AvgRevenuePerSignup	SignupMonth	Signups	TotalRevenue	AvgRevenuePerSignup
January	15	50971.95	3398.13	July	13	40860.92	3143.147692
February	21	70454.96	3354.998095	August	10	32074.39	3207.439
March	22	68098.04	3404.902	September	21	70042.44	3335.354286
April	24	84116.69	3504.862083	October	15	52988.68	3532.578667
May	17	71323.34	4195.490588	November	19	58397.37	3073.545789
June	12	43827.1	3652.258333	December	13	46839.68	3603.052308

5. Regional and Categorical Revenue Insights:

Analyze which category performs good in every region and plan future steps

Books in South America:

Maximum amount of \$69,752.03.

Action: Increase the inventory and promotion activity with regional promotion.

Electronics in North America:

Leads with \$44,716.43.

Action: Increase electronics catalog, launch targeted ads, and provide discounts.

Asian Apparel:

Tops revenue (\$49,353.09).

Action: Partner with local influencers and execute region-specific campaigns to promote seasonal trends.

Home Decor in South America:

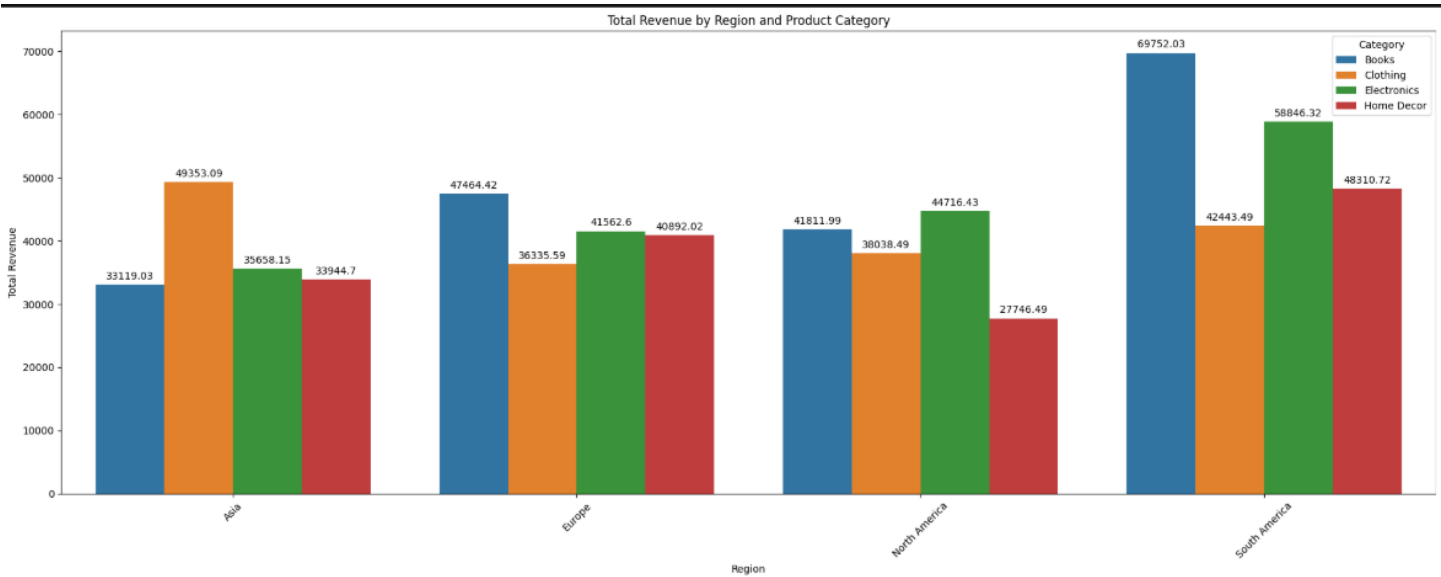
Sales were strong (\$48,310.72).

Action: Develop custom styles, invest in localized ads, and work with home influencers.

Electronics and Books:

Strength in Europe.

Action: Combine these categories for special offers and cross-sell/upsell across categories.



Category	Asia	Europe	North America	South America
Books	33119.03	47464.42	41811.99	69752.03
Clothing	49353.09	36335.59	38038.49	42443.49
Electronics	35658.15	41562.6	44716.43	58846.32
Home Decor	33944.7	40892.02	27746.49	48310.72

6. Category-wise Revenue:

Books Earn the Most Money:

Books earn the most money at \$192,147.47.

Action: Add more popular genres to the book list and offer seasonal sales to increase sales.

Electronics Have High Revenue:

Electronics have a total revenue of \$180,783.50.

Action: Introduce new technology items and bundle offers to increase sales.

Clothing is a Key Performer:

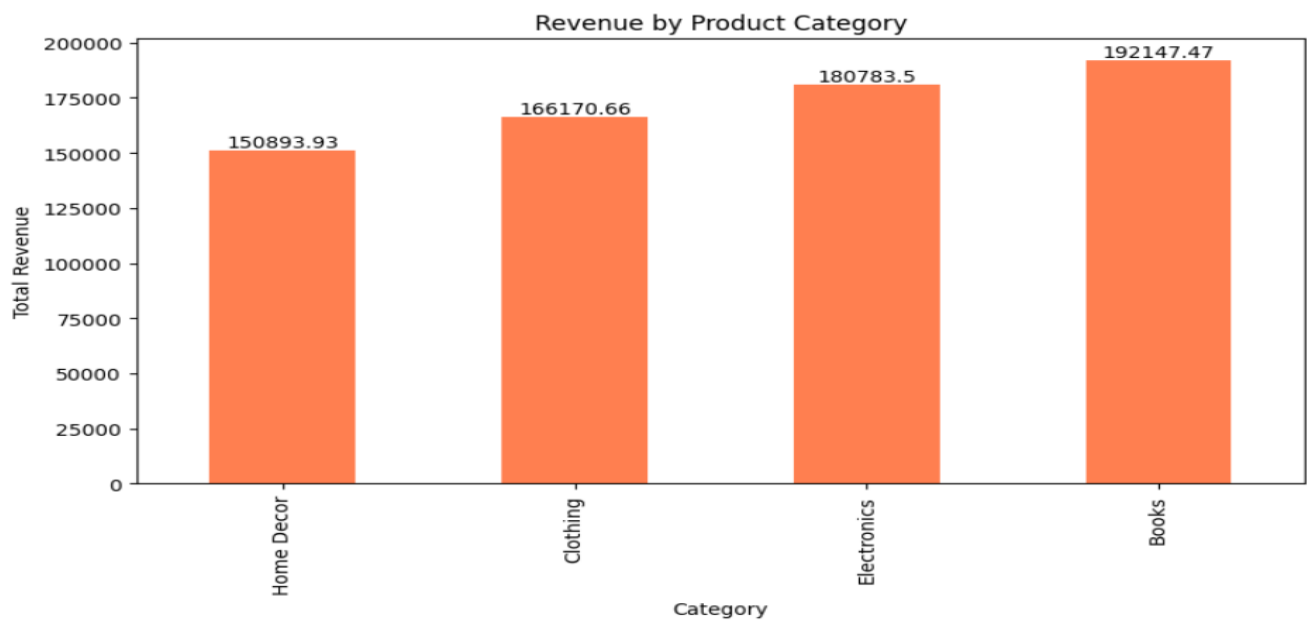
Clothing earns \$166,170.66 in revenue.

Action: Increase clothing lines according to current trends and drive region-specific promotions to increase the number of customers.

Home Decor is Doing Well:

Home Decor generated \$150,893.93 in sales.

Action: Introduce trendy, trend-based products, and use influencer marketing to reach more people.



Category	Amount
Home Decor	150893.93
Clothing	166170.66
Electronics	180783.5
Books	192147.47

END