

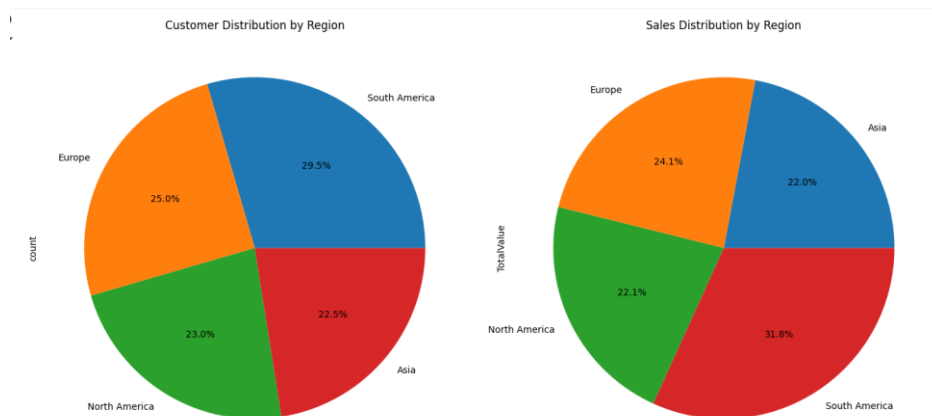
Business Insights Report

This report provides a detailed analysis of the data using exploratory data analysis (EDA) techniques. The dataset includes information about customers, products, and transactions. Based on the analysis, the following insights have been derived to aid in understanding customer behaviour, product performance, and overall business trends

Key Business Insights:

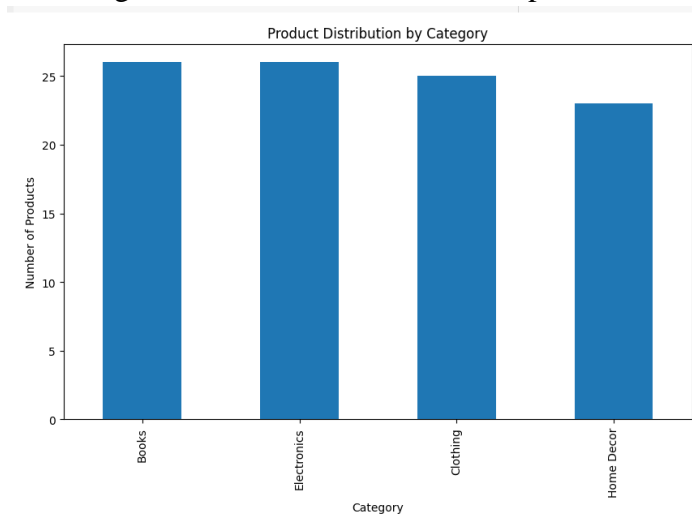
1. Regional Customer Distribution:

South America leads in profit contribution (31%), despite having only 29% of customers. Europe follows closely in both customer share (25%) and profit (24%). North America and Asia show lower profit contributions relative to their customer base, indicating potential for profitability improvements in these regions



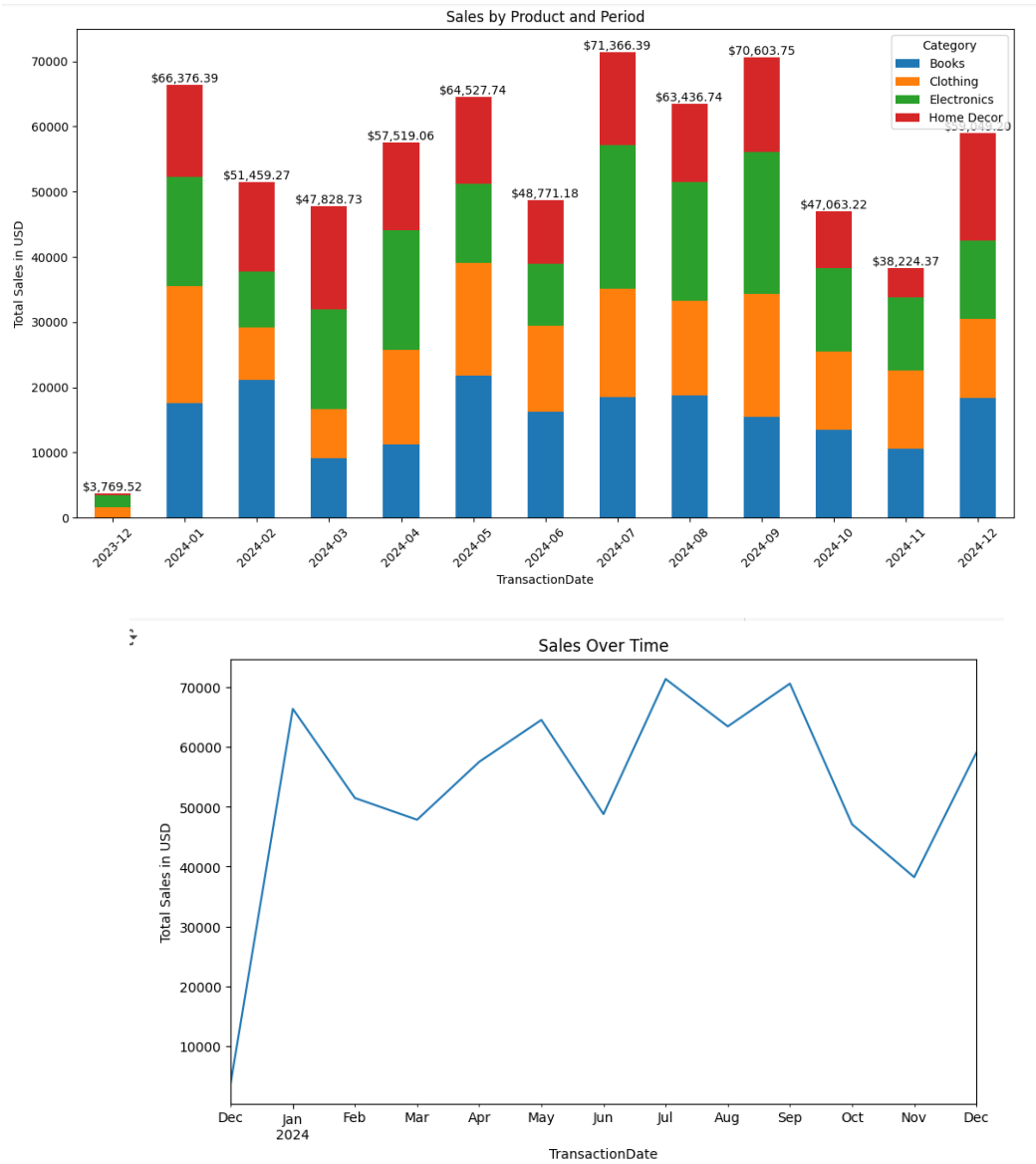
2. Product Distribution by Category:

Books and Electronics dominate the product distribution, accounting for a combined 55%. Clothing and Home Decoration, while important, contribute a smaller share, with 23% and 22%, respectively. This suggests that Books are key drivers of sales, and targeted strategies could further enhance their performance.



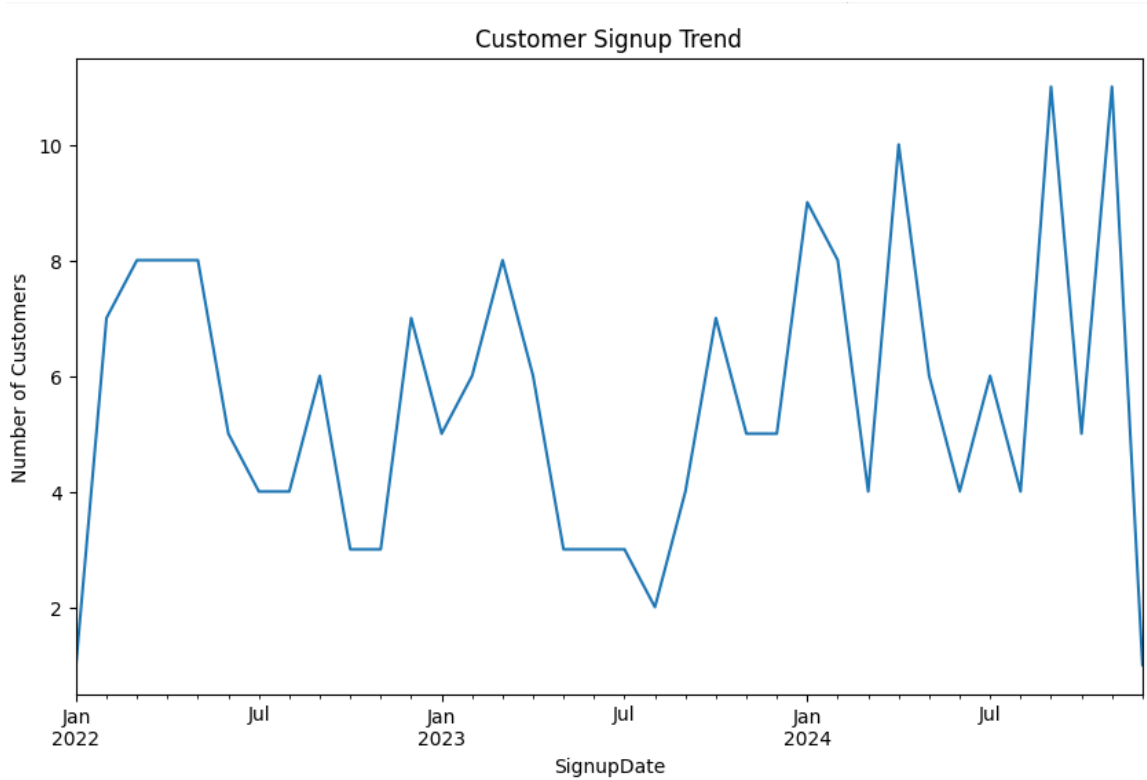
3. Sales by Period

Sales data shows that the months of **July, August, and September** are the most profitable, outperforming both the beginning and end of the year. This suggests a seasonal trend, with higher demand during the mid-year period. Strategies such as promotions or new product launches during this time could further capitalize on the increased sales potential.



4. Customer Signup Trend:

Customer signups peak at the beginning of each month, gradually decreasing until July, after which the trend stabilizes and remains relatively constant in the latter half of the year. This pattern indicates that initial interest is high, but it tapers off mid-year. To maintain steady growth, targeted campaigns or incentives could be introduced earlier in the year to sustain signup rates



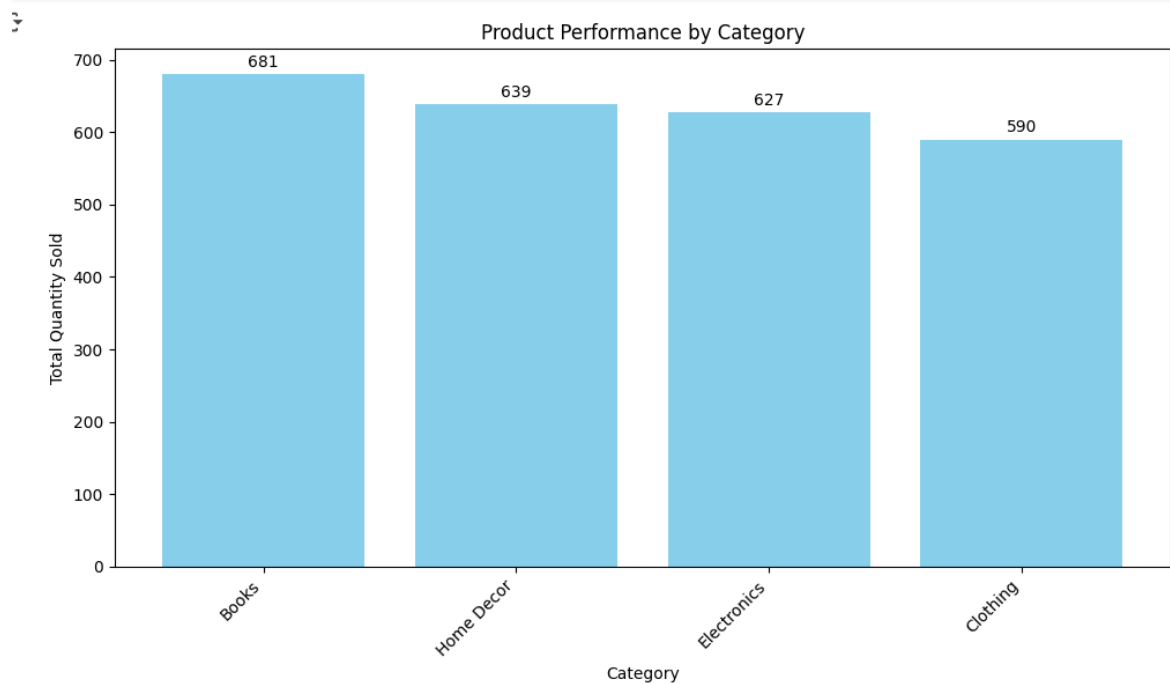
5. Product Performance by Category:

Books: Leading with the highest sales and strong customer demand.

Home Decoration: Following closely with steady sales and consistent performance.

Electronics: Shows significant potential, but with slightly lower sales compared to Books and Home Decoration.

Clothing: Although it contributes to overall sales, it performs at a lower rate compared to the other categories.



Conclusion and Future Steps:-

In conclusion, the business insights reveal strong performance in key categories like Books and Home Decoration, with South America showing the highest profit contribution. However, regions like North America and Asia, along with categories like Electronics and Clothing, present opportunities for growth.

Future Steps:

1. **Regional Market Expansion:** Consider exploring new markets in underrepresented regions, such as North America and Asia, through localized marketing campaigns and partnerships.
2. **Product Diversification:** Introduce new product variants or bundles, particularly in the Electronics and Clothing categories, to cater to a broader customer base and increase sales volume.
3. **Personalized Recommendations:** Implement AI-driven personalized recommendations to encourage cross-selling, especially in high-performing categories like Books and Home Decoration.
4. **Seasonal Promotions:** Leverage seasonal trends and events to create time-sensitive promotions and drive sales, especially for categories like Electronics and Clothing during peak periods.
5. **Customer Engagement:** Strengthen customer engagement through targeted social media campaigns, loyalty programs, and exclusive offers to foster brand loyalty and repeat purchases.
6. **Supply Chain Optimization:** Improve inventory management and logistics to ensure faster delivery times, especially in high-demand regions, to increase customer satisfaction and reduce churn.
7. **Data-Driven Insights:** Invest in advanced analytics tools to gather deeper insights into customer behavior, helping refine product offerings and marketing strategies.
8. **Sustainability Initiatives:** Incorporate sustainability practices in product sourcing and packaging to appeal to eco-conscious consumers, particularly in the Clothing and Home Decoration categories.