

Business Insights

1. Top Customers Drive a Significant Share of Revenue

From our customer spending analysis, **the top 10% of customers contribute a major portion of total revenue**. These high-value customers should be targeted with **loyalty programs, exclusive discounts, and personalized marketing** to increase retention and lifetime value.

Actionable Insight: Implement a **VIP customer program** to encourage repeat purchases from high-spending customers.

2. Sales are Seasonal, with Peaks in Certain Months

Analysing the monthly sales trend shows that **some months experience higher transaction volumes**, likely due to promotions, holiday seasons, or regional events.

Actionable Insight: Plan **marketing campaigns and inventory management** around peak sales months. Offer discounts and promotions to boost sales in low-performing months.

3. Some Product Categories Generate More Revenue Than Others

Product sales analysis reveals that certain **categories consistently generate higher revenue**, while others contribute less.

Actionable Insight: Increase marketing efforts and inventory for best-selling categories. For low-performing categories, consider discounts, bundling strategies, or discontinuation if demand is consistently low.

4. Customer Retention Needs Improvement

The customer signup trend indicates that **new customer acquisition has slowed down**, and many customers make only a few purchases before stopping.

Actionable Insight: Launch **personalized email campaigns and re-engagement offers** to encourage repeat purchases. Consider implementing a **subscription or rewards program** to enhance retention.

5. Some Regions Perform Better Than Others

Sales distribution by region shows that **certain regions have higher customer engagement and revenue**. This could be due to population density, purchasing power, or local marketing effectiveness.

Actionable Insight: Allocate **higher marketing budgets and resources to high-performing regions** while conducting **localized promotions** in underperforming regions to improve sales.