

Insights

1. Revenue Contribution by customers
 - contribution of top 10% customers is nearly 20% of total revenue
 - contribution of top 20% customers is nearly 35% of total revenue
2. High-Value Customers
 - After the Sign up of customer there are nearly 90% chances that customer can perform at 2 transactions
 - Customer retention is high
 - Businesses should use **email re-engagement campaigns** to encourage single-purchase customers to return.
3. Quarter 3 give highest sales and there is drop in sale during month October and November.
4. Electronics drive the highest revenue, while Books rely on high volume. Businesses should **focus on high-margin electronics** while running volume-based discounts on Books.
5. The majority of purchases fall within the \$100-\$300 range, indicating price sensitivity among customers; therefore, discounting premium products (above \$400) or offering installment plans can boost sales, while allocating marketing budgets strategically for peak months can maximize revenue and optimize promotional impact.
6. South America leads in total revenue (\$219,352.56), followed by Europe (\$166,254.63), while North America and Asia have nearly equal but significantly lower sales, highlighting the need for a region-focused marketing strategy to further optimize sales performance.