

- Most customers are from South America, followed by Europe, North America, and Asia. The company should focus on expanding its market in Asia due to its larger population and untapped potential.
- Sign-ups decreased from 2022 to 2023 but increased in 2024, indicating the success of the new marketing strategy. The company should continue refining and scaling this strategy.
- Transactions peak in January, likely due to post-festive season shopping and gift card redemptions. Special promotions should be offered during this time to maintain or boost the surge.
- A dip in transactions occurs in June, possibly due to the academic year starting. The company should promote education-related products or services during this period to counter the slump.
- Strong performance is seen during July, August, and September, aligning with festival seasons in India. The company should launch targeted campaigns for home decor and clothing products during this time.
- A slump in November suggests a need for Diwali-specific discounts and promotions to boost transactions.
- Goods priced between 0 and 500 have the highest demand, indicating a preference for fast-moving consumer goods. Consistent inventory for these products is crucial.
- Items priced between 500 and 1000 show steady demand. The company should promote cross-selling and value-for-money offers to encourage customers to purchase from this range.
- Premium products above 1000 perform well during festive events. The company should focus on festival-based marketing and offer flexible payment options to enhance sales.
- Products P059 and P029 are top-sellers, while low-performing products should be rebranded and marketed with offers such as "buy 2, get 1 free" to boost sales.
- Customers C0109 and C0156 have the highest purchases. Personalized loyalty programs should be introduced to reward and retain these valuable customers.