

5 BUSINESS INSIGHTS

1.) CUSTOMER SIGNUP TRENDS ACROSS CONTINENTS:

While North America exhibited huge growth, Europe and South America showed fluctuations and Asia followed consistency. This suggests focusing marketing campaigns on stable, high-growth regions while investigating barriers in slower-growing areas.

2.) MONTHLY SIGNUP PEAKS:

While April consistently has a number of signups always > 5 , it can be considered a steady and reliable month for customer acquisitions. The increase in January, September, and November signups may showcase various seasonal preferences, such as post-holiday or back-to-school shopping trends in January, fall-related purchases in September, and pre-holiday shopping sprees in November. These patterns highlight the importance of aligning promotional strategies with seasonal behaviors to maximize customer engagement and acquisition during these peak periods.

3.) WEEKLY SIGNUP PATTERNS:

Weekly analysis reveals consistent patterns, with weekends Saturday and Sunday experiencing a spike in signups. This behavior emphasizes the importance of timed marketing campaigns, like weekend discounts or special offers, to capitalize on customer activity.

4.) TOP 10 REVENUE-GENERATING PRODUCTS:

Among the top 10 revenue-generating products, TechPro Headphones, belonging to the Electronics category, leads as the highest revenue contributor. Additionally, four of the top 10 products are from the Electronics category, highlighting its dominance in driving revenue. This trend underscores the popularity and high demand for electronics. Businesses can gear up this by expanding their electronics offerings, running targeted promotions for similar products where Smartwatches can be an ideal cross-selling option, and ensuring consistent availability of high-demand items to maintain and boost overall revenue.

5.) CATEGORICAL REVENUE TRENDS:

Although the Electronics category dominates in the top 10 revenue-generating products, the Books category, led by the TechPro Textbook, surpasses Electronics in overall revenue. This could indicate higher unit sales or consistent demand for TechPro Textbooks, especially if priced lower but purchased in larger quantities. Notably, within Electronics, the SoundWave Smartwatch generates more revenue than the TechPro Headphones, likely due to higher pricing, greater sales volume, or both. This highlights a diverse customer preference, while books have broad appeal, certain premium electronics like smartwatches cater to niche, high-value markets. Businesses can cater to these distinct customer bases strategically.