# Executive Summary - E-Commerce Cohort Analysis

Business Problem:

- Retention drops sharply after first purchase
- Revenue is seasonal and inconsistent
- A few products and countries dominate revenue

Key Insights:

- Cohorts show low repeat purchases beyond 2-3 months
- Monthly revenue trend shows strong peaks (seasonality)
- Cloths, Cosmetics, and Books drive sales
- Top revenue regions: Cameroon, Cote d'Ivoire, South Africa

Cohort Analysis - Customer Retention Rate

Monthly Revenue Trend
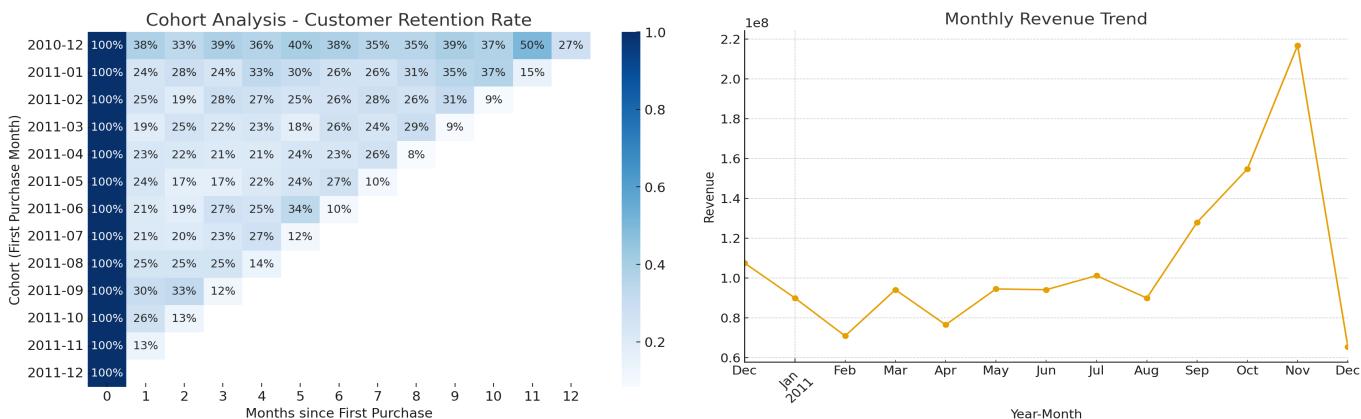
Recommendations:

- Launch loyalty programs to improve retention
- Focus marketing spend on top products and regions
- Reduce volatility by diversifying product mix
- Personalize offers to encourage repeat purchases