CUSTOMER INSIGHT ANALYSIS DASHBORD REPORT

Page 1: Customer Overview and Demographics

The dashboard highlights a total 2,000 customers, generating $2 million in revenue, with an average age of 44.49 years. The average profit margin stands at an impressive 75.11%, indicating strong profitability. Gender distribution is almost even, with 1,016 females and 984 males, suggesting a balanced reach across the market. This balance can inform more tailored marketing strategies to resonate with both demographics. Geographically, customers span across major regions, including Australia, Canada, China, India, Italy, Japan, Spain, UK, and the USA, giving a global footprint to the business. This diversity in location suggests opportunities for region-specific product promotions or cultural marketing strategies. The demographic overview hints at a mature, financially capable audience, which aligns with the high average profit margin. Understanding their preferences, behaviors, and spending habits is crucial for sustaining profitability and expanding market share further especially within high-performing regions and age groups.

Page 2: Sales Performance and Profitability Trends

The Sales Performance Analysis reveals Electronics as the leading revenue generator, contributing $932K — nearly half the total revenue. Home appliances follow at $416K, while fashion, books, and toys show significantly lower performance. This suggests a heavy consumer tilt toward high-ticket, tech-oriented products, leaving room for strategic improvement in underperforming categories. Revenue remains steady, fluctuating between $100K and $140K per session month. This indicates stable demand but also presents an opportunity to push for growth through promotions or new product lines. Profit margin analysis shows top-performing regions like Maharashtra, Lombardy, and New South Wales, each achieving around $10K-$11K in profits. The data also uncovers that products like action figures and board games deliver high profit margins, while autobiographies and dresses underperform. This signals a need to review pricing and marketing strategies for low-margin products to boost their financial contribution.

Page 3: Customer Behavior and Engagement Analysis

Customer engagement insights reveal crucial behavioral patterns. 88.2% of returns are marked as "unknown", which presents a significant gap in understanding customer dissatisfaction. Among known reasons, "Poor Quality" and "Wrong Item" dominate returns. This signals an urgent need

for quality control improvements and more accurate order fulfillment. Payment behavior shows a preference for Credit Cards (583) and Debit Cards (528), with Cash on Delivery (408) following closely. However, PayPal and unknown methods remain underutilized, representing a potential area for enhancing payment flexibility. Marketing channel performance stands out, with billboard QR codes, Google ads, and Instagram ads leading engagement — demonstrating that the audience responds well to visual, interactive, and targeted digital campaigns. This data suggests that a focus on visually-driven, social-media-centric marketing strategies could further boost engagement and sales. By aligning product promotions with these successful channels, the business can capitalize on customer behavior trends to maximize returns.