

Business Insights Report

1. Customer Region:

Most customers are coming from South America and Asia. This allows businesses to create special marketing campaigns and products that customers want based on what people like about their regions.

2. Best-selling Products:

Electronics and Books are the two highest selling categories. Electronics in particular, have higher price tags. It reflects the fact that the customer is ready to spend on a more advanced tech product. More sales can be achieved from selling these products at higher prices.

3. Buying Frequency:

Customers make purchases often and sometimes even in larger numbers. It could mean offering bulk purchase or package deals, where a customer would be incentivized to buy more products at one go.

4. Product Pricing:

The average price of a product is 690 units, though the price range is wide. To increase customer attraction, companies can find the middle ground between low-priced and high-priced products to suit different customer needs.

5. Signup Trends:

A lot of customers signed up in 2022, particularly mid-year. This could indicate that marketing or promotions during that time were effective. Determining why it happened will enable planning for better campaigns in the future.