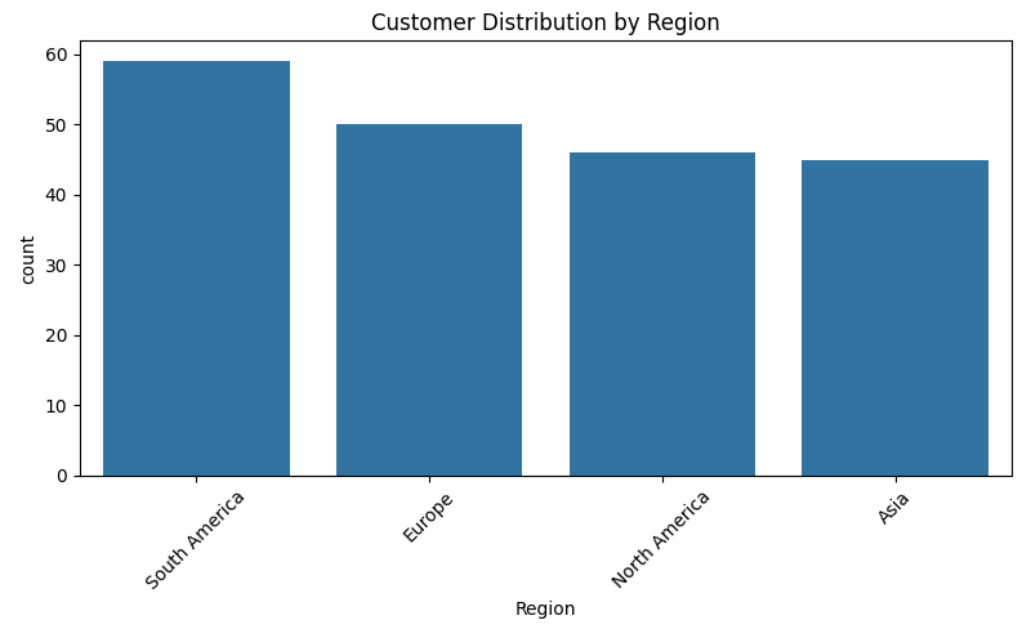


Business Insights I gathered so far!

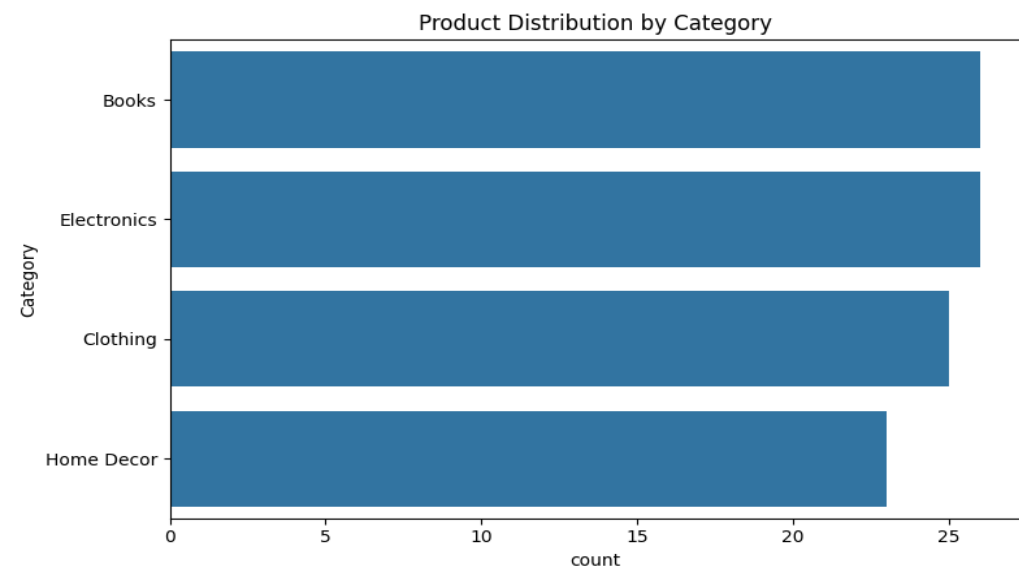
1. Regional Customer Base

As I can gather, South America contains the highest fraction of customers, suggesting this region is a key market for customer base growth. Marketing efforts and personalized predictions and promotions could focus more on retaining rather than expanding the customer base.



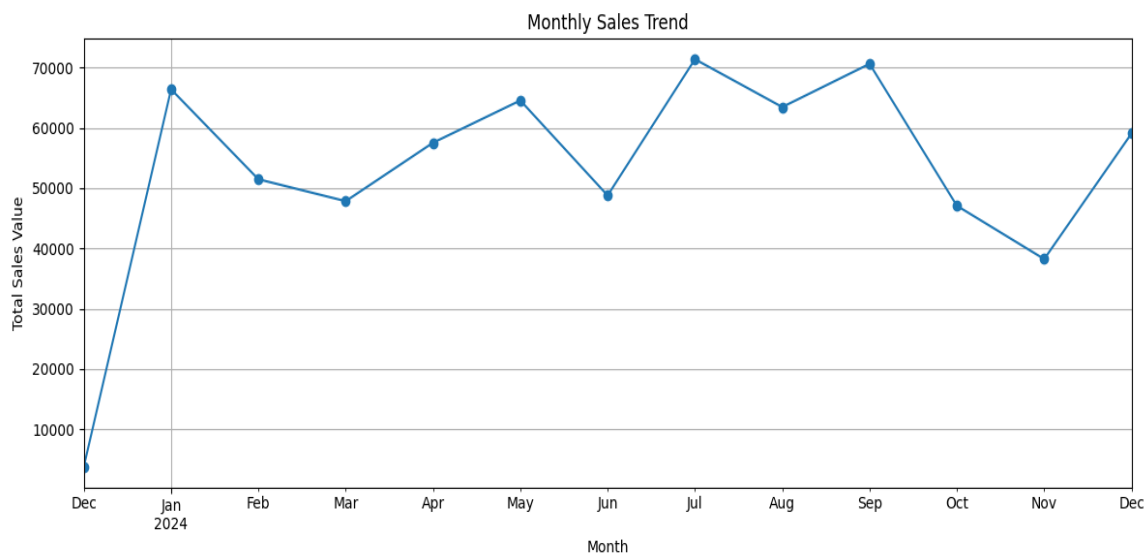
2. Product Preferences

Books are the bestselling products both in terms of variety and sales. Expanding the genre selection and author selection or even offering small incentives/discounts could be an attractive point of engagement.



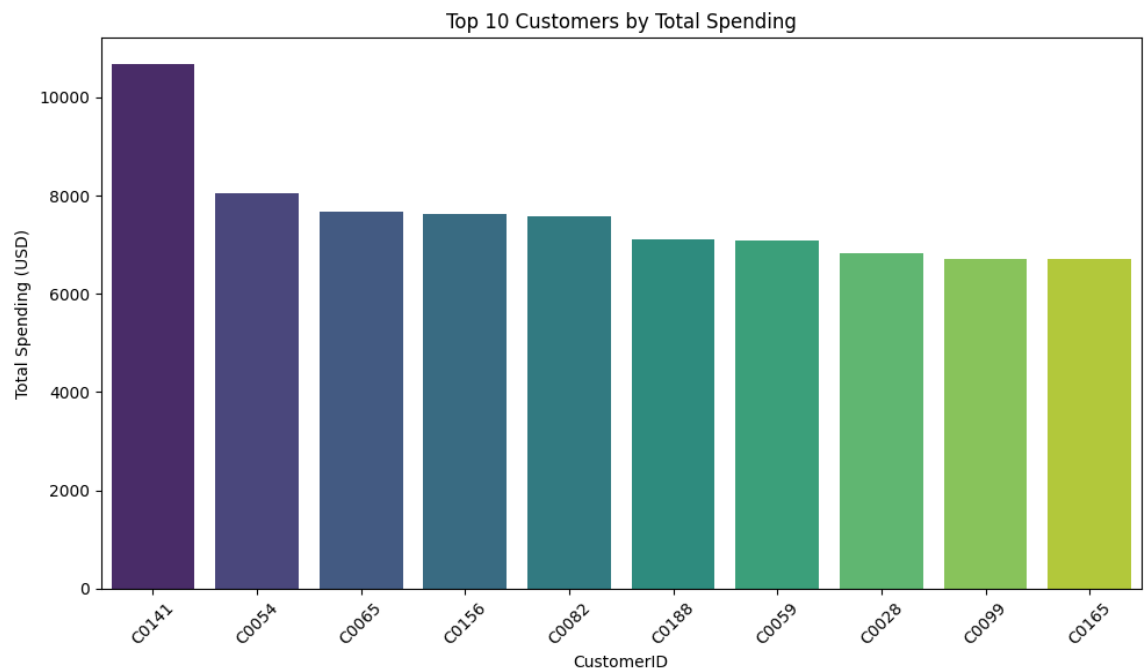
3. Seasonal Trends in Sales

Monthly sales data suggests me that peaks can be observed during certain months, these could align with holidays and other celebratory time frames indicating an opportunity to run strategic sales campaigns during those times to maximize revenue.



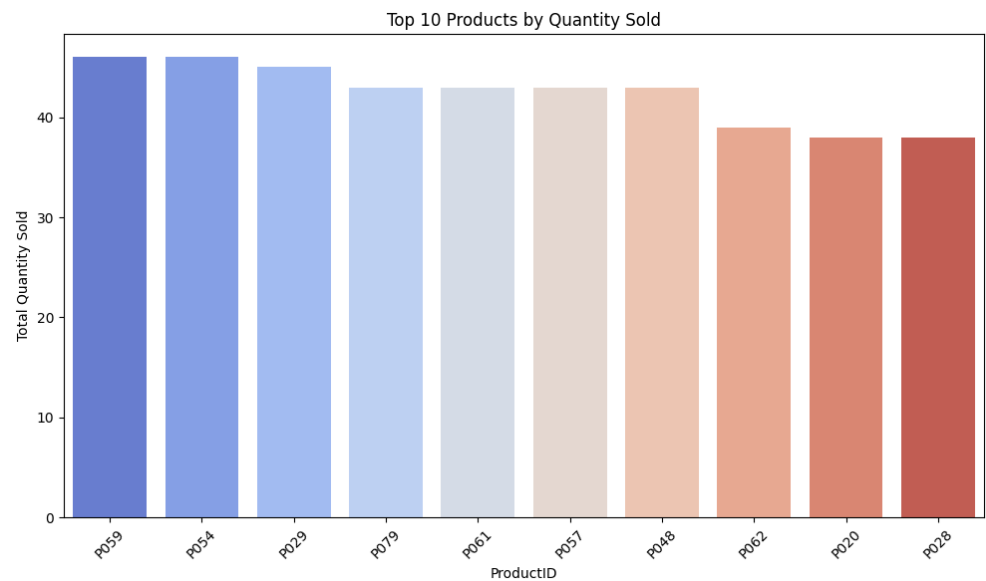
4. Customer Loyalty

Small groups significantly contribute to overall revenue, some top spenders could be incentivized for a loyalty programs or exclusive deals and experiences to maintain and enhance their values as the average buyer.



5. Bestselling Products

Certain products consistently sell in higher quantities, such as top-rated books or electronics. Highlighting these items in promotional materials or bundling them with related products could boost overall sales.



6. Geographic Revenue Insights

South America generates the most revenue, followed by other regions. Tailoring region-specific campaigns and optimizing logistics for high-performing regions could reduce costs and improve customer satisfaction.



7. Price Sensitivity

The majority of products are priced below \$300, indicating price sensitivity in the customer base. Offering tiered pricing or mid-range options may appeal to a broader audience.

