

# BUSINESS INSIGHTS DRAWN FROM THE DATA SETS

- **Pricing Strategy Insight:** The average price for products in the entire data set is almost \$250 and a significant amount of time prices are between \$100-\$500. This indicates that the company is using a mid-range pricing strategy that appeals to customers with a limited budget and those with a willing expenditure on high-quality products. Price adjustments based on demand and competition could give the company more optimal sales performance and acquire a wider base of customers.
- **Customer Demographics Insight:** As much as 45% of the sales come from the North American region, thus showing that the area is a huge segment for the business. Understanding the North American customer base preferences and purchasing behaviors could be used to maximize marketing strategies and product offerings to entice customers to engage more with and remain loyal to the manufacturer. Focusing on this demographic in marketing could increase sales and brand loyalty.
- **Seasonal Trends Insight:** An analysis of the sales volume has shown that transactions peak during the holiday season in November and December. This buying behavior indicates that focused marketing campaigns during high shopping months can leverage increased consumers' purchasing power. Advance planning for stocks and promotional strategies can result in better sales opportunities so that items in demand can easily be accessed at such peak shopping times.
- **Product Category Popularity Insight:** The Electronics category accounts for more than 35% of total sales, thus making it the most popular among customers. This trend thus stresses the need to keep on investing in electronic products while possibly also venturing into adjacent categories or new product lines to attract a higher number of clientele in this niche. By focusing on these high-demand categories, the business can build up its image and garner better profits.
- **Customer Engagement Insight:** Customers joining in the last year has better transaction frequency than older customers, with 3 transactions per month compared to 1.5 for older customers. The recent marketing efforts did engage customers. Keeping them engaged through personalized promotions and loyalty programs could foster long-lasting relationships, ultimately driving repeat purchases.