

1. Stable Customer Sign-ups with a Peak in 2024:

Customer sign-ups have remained relatively stable throughout the dataset, with no distinct seasonal trends. However, a significant increase in sign-ups was observed in 2024, reflecting heightened customer interest. Notably, November 2023 saw the highest number of new customers, with 7 sign-ups from North America alone. This indicates that North American customers exhibited notable interest towards the end of the year, which could be leveraged for future promotional campaigns.

2. South America's Dominance in Revenue Generation:

A regional analysis reveals that South America leads the customer base, contributing 29% of the total, generating a significant revenue of 219,352.56. In contrast, Asia and North America hold smaller shares of the customer base, accounting for 22% and 23%, respectively, with revenues of 152,074.97 and 152,313.40. This revenue distribution highlights the potential for growth in Asia, where the customer base is currently smaller but could benefit from targeted marketing efforts. Expanding the customer base in these underrepresented regions would help diversify revenue streams and reduce dependency on a single region.

3. Price Range of Customer Purchases Reflects Economic Conditions:

The majority of customer purchases fall within the 50 to 1,000 price range, particularly in South America, where lower-income populations tend to make smaller transactions. This purchasing pattern aligns with the region's economic conditions, where affordable products are in greater demand. In Asia, however, there is considerable growth potential, driven by a large population and a rapidly expanding middle class. A tailored marketing strategy targeting this demographic, alongside efforts to improve internet penetration, could significantly increase growth in this region. By offering products at multiple price points and adapting product offerings to meet local demand, the company

can strengthen its presence in these key markets.

4. Pareto Principle Suggests Loyalty Programs:

A Pareto analysis indicates that 20% of the customer base generates the majority of the revenue. For example, customer C0141 contributed a revenue of 10,673.87, and customer C0109 purchased 32 items, generating 5,487.25 in revenue. This insight suggests that focusing on high-value customers through personalized engagement, and loyalty programs could further boost revenue. Offering exclusive benefits or targeted promotions to these top customers would enhance retention and lifetime value. Furthermore, analyzing the behaviours of these high-value customers could provide actionable insights for attracting similar clients, ultimately expanding the base of profitable customers and maximizing long-term revenue potential.

5. Product Popularity by Region Shows Varied Preferences:

Books are the most purchased product overall, with 270 units sold across all regions except Asia, where clothing dominates as the top-selling category. In Asia, clothing sales contributed 75,742.08 in revenue, reflecting distinct regional preferences. This insight presents an opportunity for localized product marketing strategies. For example, increasing the promotion of clothing in Asia could further capitalize on this trend, while continuing to emphasize book sales in other regions. Understanding regional variations allows for more precise marketing campaigns and inventory management, improving overall sales efficiency and better meet the diverse demands of customers.