

Insights Summary

1. Top Customers by Spend

- The highest-spending customer is **František Wichterlová**, with a total spend of **\$144.54**.
 - Other notable high-value customers include **Hugh O'Reilly, Helena Holý, and Manoj Pareek**, all spending over **\$110**.
 - **Target Opportunity:** Focus marketing campaigns and exclusive offers on the top 10 customers to improve loyalty and repeat purchases.
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2. Repeat vs One-Time Customers

- Out of **617 customers**, a staggering **614** are repeat purchasers.
 - Only **3 customers** made a one-time purchase.
 - **Business Insight:** The store has a **strong customer retention model** — future campaigns should focus on **upselling and cross-selling** to this loyal base.
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3. Customers by Country

- The customer base is predominantly located in **Europe and North America**.
 - Countries like **Germany, USA, and France** show higher concentrations of customers.
 - **Strategic Angle:** Invest in localized promotions and explore untapped regions like **Asia and South America**, which show lower customer penetration.
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4. Revenue per Customer by Country

- The **USA** shows the **highest revenue per customer** followed by **Germany, Canada, and France**.
 - Countries with low customer counts like **Portugal and India** have some of the **lowest revenue per user**, signaling potential for new customer engagement strategies.
 - **Recommendation:** Evaluate pricing and catalog availability in lower-performing regions to boost regional sales.
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Overall Business Takeaways

- **Strong repeat purchase rate** suggests high customer satisfaction and product value.
- **Top customers account for a disproportionate share of revenue** — nurture them with loyalty programs.
- **Regional revenue disparities** indicate the need for tailored marketing and pricing strategies.
- **Next Step:** Dive deeper into genre and product performance to understand **what's driving repeat behavior**.