

Insight 1: Customer Demographics

1.South America has the highest number of customers (59), followed by Europe (50), North America (46), and Asia (45).

2.The customer base is evenly distributed, but South America is a potential focus region for marketing campaigns.

Insight 2: Product Categories

1.Products are well-distributed across categories:

2.Books and Electronics lead with 26 products each.

3.Clothing (25) and Home Decor (23) follow closely.

This even distribution suggests diverse customer interests, allowing cross-category promotional strategies.

Insight 3: Transaction Value and Quantity Trends

1.Average transaction value is \$690, with prices ranging from \$16 to \$497.

2.Customers typically purchase 2 to 3 units per transaction, with a maximum of 4 units.

3.High-value transactions likely occur in Electronics and Clothing categories based on pricing.

Insight 4: Customer Signup and Transaction Trends

1.Customer signups peaked in 2024 with 79 new users, indicating recent growth.

2.Transactions spiked in January 2024 (107 transactions), likely due to seasonal promotions or events.

3.Focused campaigns during the new year could capitalize on this trend.

Insight 5: High-Value Customers and Popular Products

1. Top customers contribute significantly to revenue; targeting them with loyalty programs can boost retention.
2. Popular products (based on purchase quantity) include high-demand items from Electronics and Books categories, suggesting these are core revenue drivers.