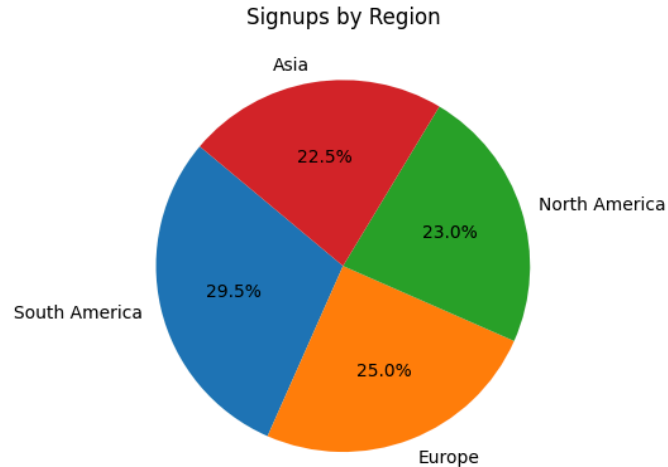
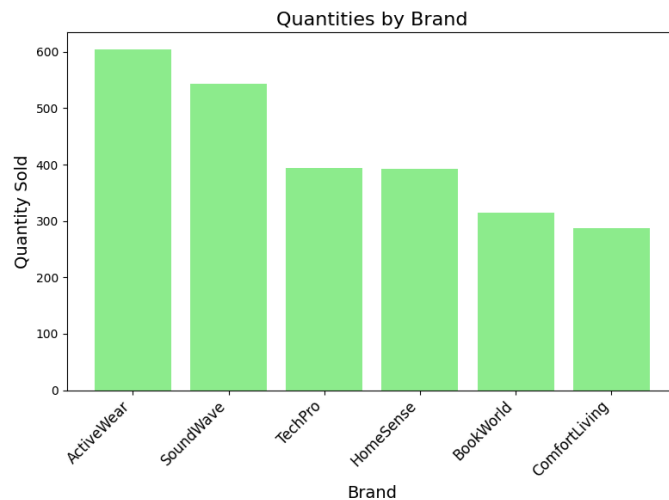


Regional Dominance and Product Focus

- South America leads in transaction volume and revenue, with a notable increase in signups during March-April 2024.



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- Books dominate sales, followed by electronics and clothing.
- ActiveWear and SoundWave are the top-performing brands, with sales exceeding \$500 each.



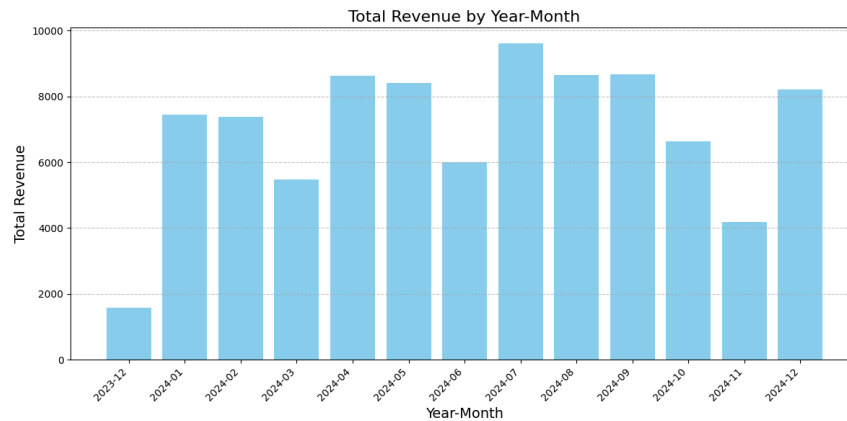
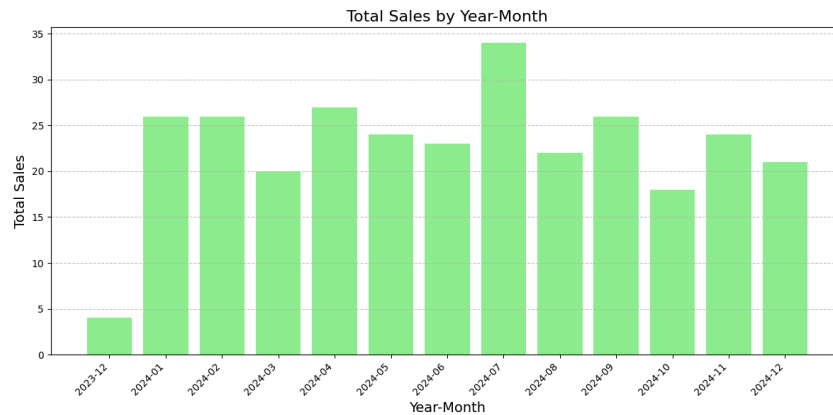
-
- The data suggests that the company might have originated as a book retailer.

Customer Segmentation

- High-value customers (spending > \$5000) account for 21%, while low-value customers (spending < \$1000) make up 70% of the customer base.
- A large portion (94%) of customers are repeat buyers, with the majority being top or loyal customers (64%).
- 32% of customers are potential loyalists who require targeted retention efforts.

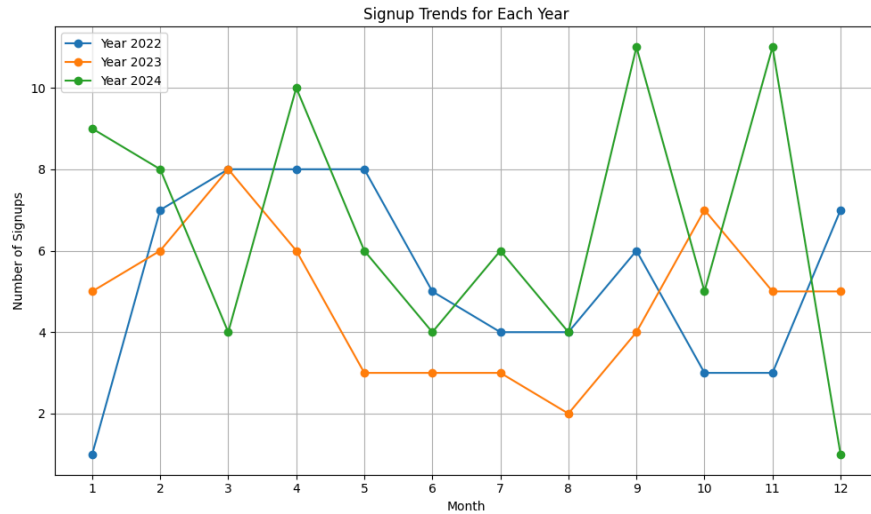
Sales and Revenue Trends

- July 2024 witnessed the highest revenue and sales, with monthly sales ranging from 5-15 transactions and revenue between \$2000-\$4000.
- However, December 2023 saw low sales and revenue, likely due to missing or incomplete data.
- South America recorded the highest sales indicating a regional preference.



Signups and Customer Acquisition

- The highest number of signups in any month was 11, with a dramatic drop (90.9%) in December 2024.



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- Year-on-year signup numbers increased, though signups in 2023 were notably low from May to September.
- South America experienced a sharp spike from March-April, likely due to region-specific offers or events.
- Weekends saw higher signups than weekdays, suggesting potential for weekend-focused marketing strategies.
- Only one customer (CustomerID- C0180) signed up but didn't make any purchase.

Significant Delay in First Transactions

- The 2-year gap between signup dates and first transactions reveals that customers took a considerable time to make their first purchase, with some delays of over 600 days
- This suggests potential issues in customer onboarding, marketing effectiveness, or product promotion, which need to be analyzed to improve conversion rates.

Product Pricing and Anomalies

- The price range of products is between \$16 and \$498, with an average price of \$267.
- However, the \$16 smartwatch price is highly suspicious and needs validation. Some brands and products appear mismatched, such as ActiveWear selling biographies and BookWorld selling rugs. These inconsistencies imply the need for better data validation and cleaning.

No Bulk Purchases

- None of the customers made bulk purchases, with a maximum of 3 items per transaction.

- This indicates that the customer base is likely purchasing products in smaller quantities, which could influence pricing and promotions.

Top Frequent Customers

- Top 6 frequent customers made more than 9 purchases, with 6 out of 10 of them from America (North and South).
- This suggests a strong market presence in the Americas, particularly in regions like South America.

Summary

The company has a strong presence in South America and a loyal customer base, with notable opportunities for targeting 'Potential Loyalists' and reducing delays in customer transactions. Addressing data anomalies, improving customer onboarding, and focusing on regional promotions could further drive growth.