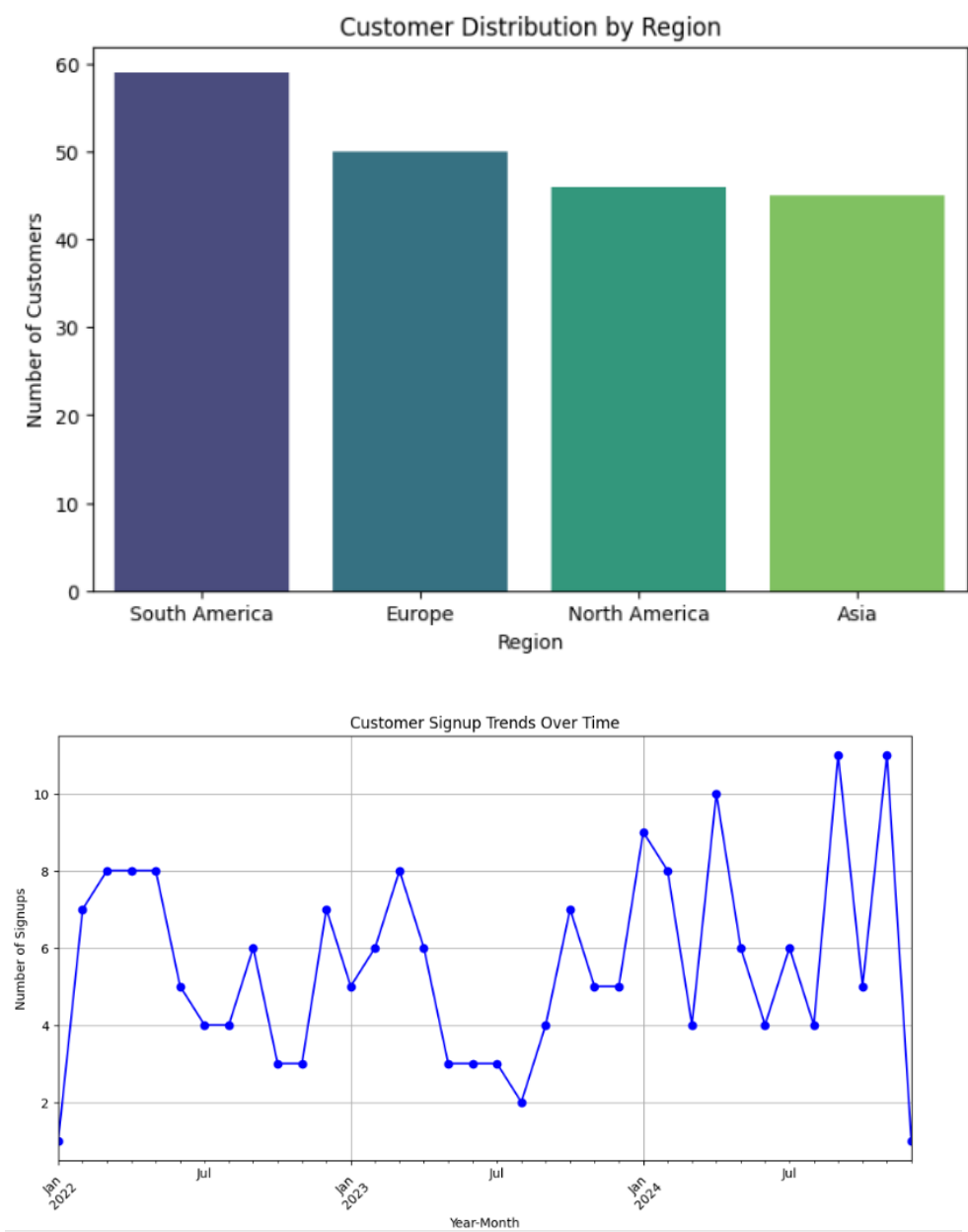


# Business Insights Report

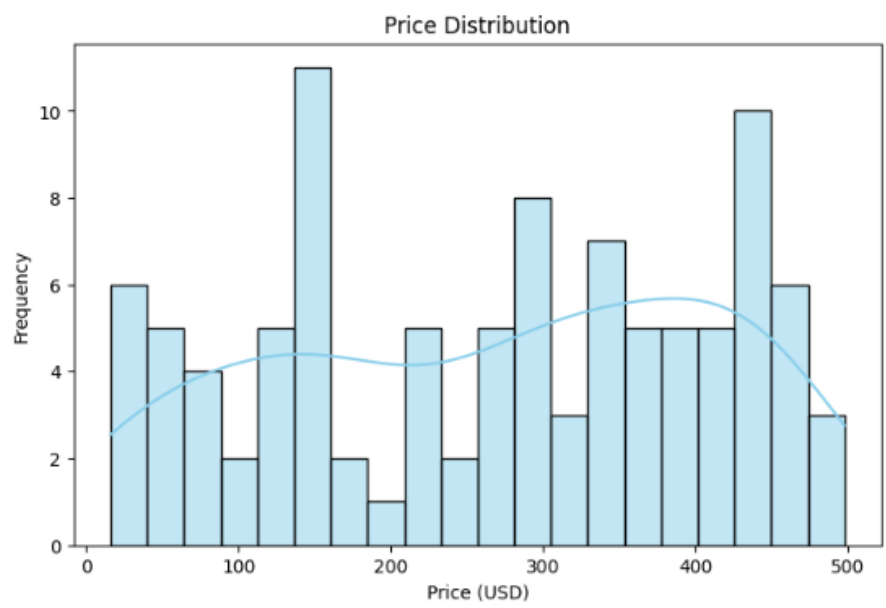
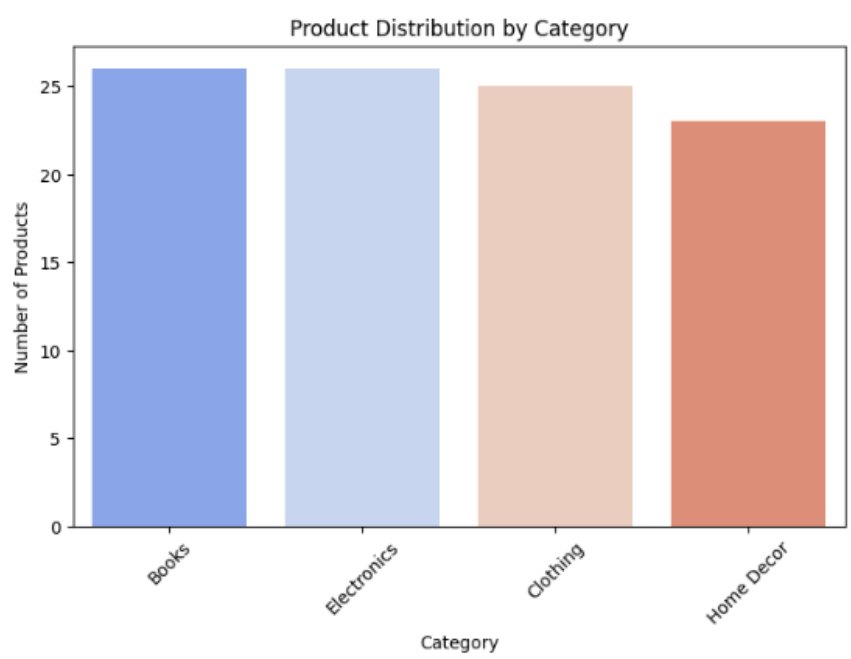
## Customers Dataset

- 1. **Customer Distribution by Region:** South America leads with 59 customers, followed by Europe (50), North America (46), and Asia (45). This highlights a strong customer base in South America and balanced potential across other regions for targeted marketing.
- 2. **Signup Trends:** Peaks in customer signups during specific months (e.g., July 2022) suggest seasonal promotions or events boosting customer acquisition.
- 3. **Unique Customers:** The dataset has 200 unique Customer IDs with no duplicates, confirming accurate representation of individual customers.



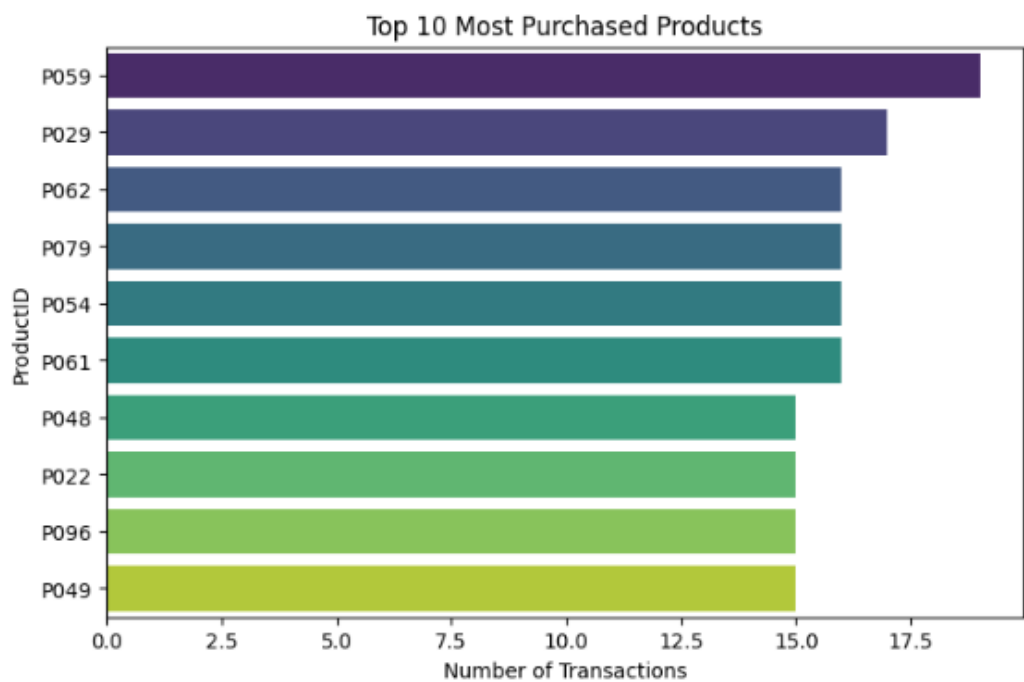
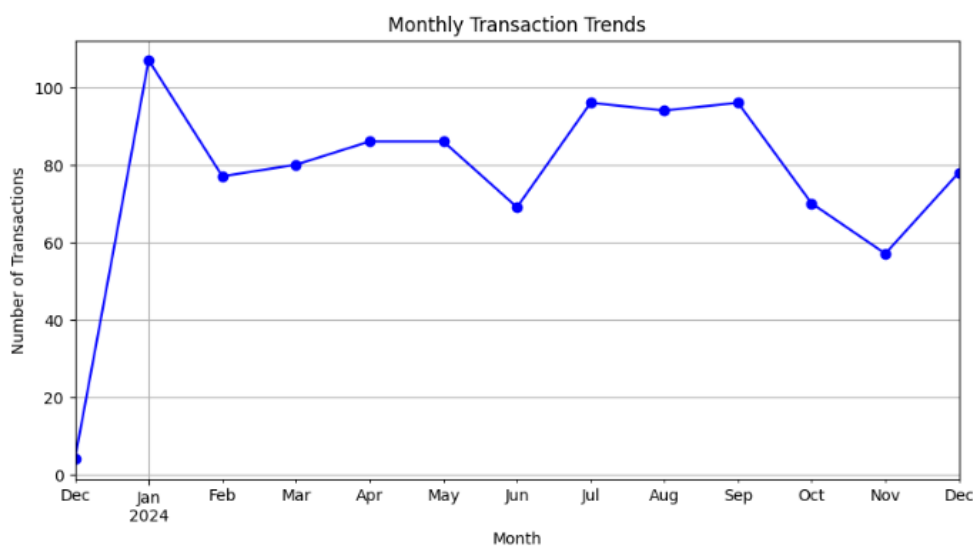
# Products Dataset

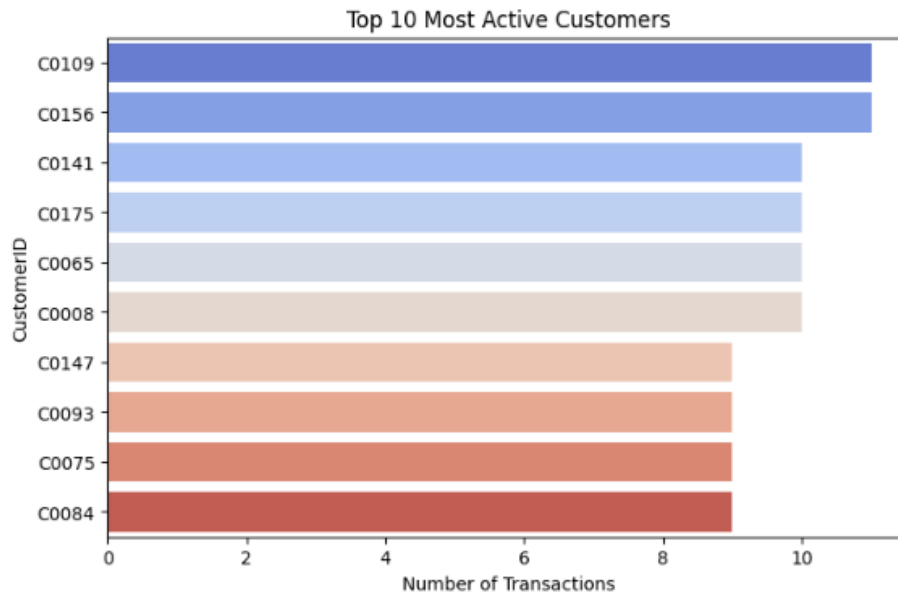
- 1. **Diverse Product Categories:** Products are classified into four categories: Books, Electronics, Home Decor, and Clothing. This diversity enables cross-category marketing and customer segmentation.
- 2. **Price Range and Variability:** Prices range from \$16.08 to \$497.76, with an average of \$267.55. The high standard deviation (\$143.22) indicates significant variability, allowing for diverse pricing strategies.
- 3. **Low-Cost Product Opportunities:** 25% of products are priced below \$147.77, suggesting a potential to expand affordable options to attract budget-conscious customers.



# Transactions Dataset

- 1. **High Customer Engagement:** With 1,000 transactions from 199 unique customers, each customer averages about 5 transactions, indicating strong engagement and repeat purchases.
- 2. **Top-Selling Products:** Certain products (e.g., ProductID P067) dominate transactions, presenting opportunities for bundling and upselling.
- 3. **Consistent Demand:** Transactions occurred steadily throughout the year, from December 2023 to December 2024, highlighting stable customer demand.
- 4. **High-Value Transactions:** Bulk purchases and higher-priced items contribute to elevated transaction values. Volume discounts could incentivize larger purchases.





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## Recommendations

1. **South America Focus:** Strengthen marketing efforts in South America to retain the largest customer base while tailoring strategies for Europe, Asia, and North America.
  2. **Product Bundling:** Leverage top-selling products for bundling offers to increase revenue.
  3. **Expand Affordable Options:** Introduce more low-cost products in Books and Clothing to attract price-sensitive customers.
  4. **Seasonal Promotions:** Capitalize on signup trends by running promotions during peak months to maximize customer acquisition.
  5. **Loyalty Program:** Implement a loyalty program for frequent customers to boost retention and satisfaction.
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