

BUSINESS INSIGHTS

1. Regional Contribution to Revenue

- Insight: Customers from regions such as **South America** and **Europe** contribute the most to total revenue, accounting for over 60% of all sales. These regions have both higher transaction frequencies and higher average transaction values.
 - Action: Focus marketing efforts and personalized campaigns in these regions to maximize ROI.
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2. Top-Selling Product Categories

- Insight: Categories such as "**Electronics**" and "**Home Appliances**" dominate sales volume and revenue, with Electronics alone contributing over 40% of the total revenue.
 - Action: Increase inventory for these categories during peak seasons and consider launching exclusive deals or bundles.
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3. Customer Behaviour by Signup Year

- Insight: There has been a steady increase in customer signups over the years, with a noticeable spike in **2022**. These newer customers tend to purchase higher quantities of lower-priced items compared to older customers.
 - Action: Create loyalty programs to retain newer customers and upsell higher-value products.
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4. Monthly Sales Trends

- Insight: Sales exhibit a seasonal trend, peaking during **Q4 (October to December)**, likely due to holiday shopping and promotional events.
 - Action: Plan promotional campaigns and stock high-demand items in advance to capitalize on the holiday shopping season.
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5. Price-Quantity Relationship

- Insight: Products with a lower price point are purchased in higher quantities, while premium products are sold in lower quantities but contribute significantly to total revenue.
- Action: Offer bulk purchase discounts for low-priced items and maintain premium product margins to balance profitability.