eCommerce Data Insights Report

1. Top 20 Customers by Total Spending
The top 20 customers based on total spending are listed below:
1. Paul Parsons (ID: C0141) - $10673.87
2. Bruce Rhodes (ID: C0054) - $8040.39
3. Gerald Hines (ID: C0065) - $7663.70
4. William Adams (ID: C0156) - $7634.45
5. Aimee Taylor (ID: C0082) - $7572.91
6. Anna Ball (ID: C0188) - $7111.32
7. Mrs. Kimberly Wright (ID: C0059) - $7073.28
8. Jennifer Pena (ID: C0028) - $6819.57
9. Rodney Eaton (ID: C0099) - $6715.72
10. Juan Mcdaniel (ID: C0165) - $6708.10
11. Travis Campbell (ID: C0087) - $6604.23
12. Laura Bennett (ID: C0104) - $6579.10
13. Matthew Johnson (ID: C0175) - $6210.53
14. Lindsey Deleon (ID: C0041) - $6149.78
15. Michael Atkinson (ID: C0102) - $6132.36
16. Benjamin Mcclure (ID: C0096) - $6072.92
17. Brian Parker (ID: C0143) - $6044.63
18. Michael Williams (ID: C0045) - $6021.80
19. Lauren Buchanan (ID: C0013) - $6000.56
20. Mark Cox (ID: C0068) - $5950.42

Suggestions: Offer loyalty rewards, exclusive deals, or personalized recommendations to retain these customers and encourage further spending.

2. Top 20 Most Selling Products
The top 20 most selling products are listed below:
1. SoundWave Cookbook (ID: P054) - 46 units sold
2. SoundWave Jeans (ID: P059) - 46 units sold
3. TechPro Headphones (ID: P029) - 45 units sold
4. TechPro Cookbook (ID: P048) - 43 units sold
5. ActiveWear Smartphone (ID: P057) - 43 units sold
6. HomeSense Desk Lamp (ID: P061) - 43 units sold
7. ActiveWear Rug (ID: P079) - 43 units sold
8. HomeSense Novel (ID: P062) - 39 units sold
9. ActiveWear Jacket (ID: P020) - 38 units sold
10. HomeSense Wall Art (ID: P022) - 38 units sold
11. HomeSense Desk Lamp (ID: P028) - 38 units sold
12. ActiveWear Rug (ID: P006) - 36 units sold
13. SoundWave Headphones (ID: P027) - 36 units sold
14. SoundWave Mystery Book (ID: P040) - 36 units sold
15. TechPro Textbook (ID: P049) - 36 units sold
16. ComfortLiving Sweater (ID: P019) - 35 units sold
17. SoundWave Desk Lamp (ID: P074) - 35 units sold
18. ActiveWear Wall Art (ID: P084) - 34 units sold

19. SoundWave Headphones (ID: P096) - 34 units sold
20. HomeSense Sweater (ID: P081) - 33 units sold

Suggestions: Highlight these products as flagship items and use their success as a benchmark to improve marketing strategies for underperforming products.

3. South America Performance

South America is the leading market, while Asia lags despite its large population. Strategies to improve in Asia include:
- Conducting market research to understand regional preferences.
- Offering localized promotions and discounts.
- Enhancing product visibility and delivery services in Asia.

4. Correlation Between Cost and Quantity Sold

Analysis shows a weak correlation (-0.01) between product cost and quantity sold. This suggests that price sensitivity may not be a significant factor for the majority of customers. Consider leveraging product value and quality in marketing campaigns.

5. Revenue Trends by Month

July generated the highest revenue, while significant dips were observed in the following months: 2, 3, 6, 10, 11. Recommendations include:
- Introducing seasonal promotions during low-revenue months.
- Analyzing customer behavior in high-performing months to replicate success.

6. Average Spending by Region

South America has the highest average customer spending at $721.55. Focus on retaining these customers by offering premium services and loyalty programs.

7. Customer Signups Over Time

The company saw a surge in customer signups from late 2023 to 2024. Capitalize on this trend by:
- Encouraging referrals from new customers.
- Strengthening onboarding experiences to boost early customer engagement.