

# TOP FIVE BUSINESS INSIGHT

## 1. Regional Customer Distribution:

- The analysis shows that certain regions **dominate** the customer base, accounting for a significant portion of sales and transactions.
- The top 2 countries are **South America and Europe**
- These regions could be targeted for enhanced marketing efforts, loyalty programs, or localized promotions to strengthen engagement and revenue.
- Conversely, **underperforming** regions could be analyzed further to identify barriers to entry or factors affecting sales.
- Expanding outreach or modifying strategies in these regions may help improve overall performance, ensuring balanced growth.
- These Regions include **North America and Asia**
- Region-specific preferences could be identified to tailor product offerings, ensuring they align with local demands.

## 2. Sign-Up Trends Over Time:

- The data indicates periodic spikes in customer sign-ups, often coinciding with specific events, seasonal campaigns, or promotions.
- These trends suggest that targeted advertising during these periods is particularly effective.
- The sign up activity in **2022-01 and 2025-01 is minimum**, hence strategies used in the past **2024-09** (as it is the **maximum** in the data and also the **closest range**) can be re-implemented to increase the customer signup.
- Furthermore, understanding customer motivations during these periods may reveal insights into customer behavior, helping design future campaigns that drive both sign-ups and subsequent conversions.
- Retaining the current ones through these insights is preferable.

## 3. Popular Product Categories and Revenue Contribution:

- Certain product categories significantly outperformed others in terms of transaction volume and revenue generation.

categories (from most revenue contributing to lowest)	categories (from most transactions to lowest)
Books	Books
Electronics	Electronics
Home Decor	Clothing
Clothing	Home Decor

- Businesses can focus on optimizing inventory for these high-performing categories, ensuring stock availability during peak demand periods.
- For underperforming categories, deeper analysis is required to identify gaps in product design, pricing, or marketing.

#### 4. Daily Revenue and Transaction Trends:

- Specific days consistently show higher transaction volumes and revenue spikes, possibly due to payday effects, promotional campaigns, or customer habits.
- The **highest** transaction happened in **2024-01-31** with 9 transactions in a day
- The **highest** revenue collected in **2024-09-04** with 7585.5 in a day.
- The transactions from **Asia and South America** remain the highest ranging to 1000+, The **average of Europe , Asia and South America is almost same** ranging around 600.
- The **minimum of all is North America** with an Average around 300 - 350.
- Businesses can leverage this information by strategically timing sales, discounts, or marketing campaigns to align with these high-performing days.

#### 5. High Revenue Products:

- The **top 10 high-revenue products** are pivotal to the business's profitability and likely represent flagship items.
- The products are :
  1. TechPro Headphones
  2. ActiveWear Rug
  3. TechPro Cookbook

4. ActiveWear Jacket
5. HomeSense Novel
6. SoundWave Jeans
7. TechPro Smartwatch
8. ActiveWear Smartwatch
9. ComfortLiving Sweater
10. ComfortLiving Smartphone

- By focusing on these products we can prioritize inventory management, and develop exclusive promotions to maintain their appeal.
- Analyzing customer demographics and preferences associated with these products can provide insights into potential cross-sell or upsell opportunities.
- Additionally, bundling these products with other items or launching premium variants could further increase sales.