

BUSINESS INSIGHTS

By: Nishant Dixit

1. Customer Overview

The total customer base comprises 200 individuals distributed across four regions: South America, Europe, North America, and Asia. South America leads with the highest share at 29.5%, whereas the other regions have nearly equal contributions of approximately 25%. Asia lags behind in terms of transactional activity and revenue generation, indicating potential for growth.

2. Customer Signups Trend

A 11% decline in customer signups was observed in 2023 compared to 2022. However, this trend reversed in 2024 with a substantial 23% increase. Signups peaked in April, followed by September and February, indicating these months may align with marketing campaigns, seasonal trends, or product launches.

3. Product Analysis

The company offers 100 unique products across four categories: Books, Electronics, Clothing, and Homedecor. Product prices range widely, from 16 to 498 units of currency. Books and Electronics dominate with 26% share each, while Clothing (25%) and Homedecor (23%) follow closely. Despite having the smallest share of transactions, Clothing shows potential for increased focus. Books generate the highest revenue, supported by their elevated average price of 292 units of currency.

4. Transactions and Revenue Insights

Between 2023 and 2024, the company recorded 1,000 transactions, selling 2,537 units and generating total revenue of 689,995.56 units of currency. The highest transaction volumes occurred in January, and July to September. South America leads in both the number of transactions and total transaction value. Asia's minimal contribution highlights an area for targeted sales efforts and customer engagement.

5. Top Customers

Key customers driving revenue and transaction volume include William Adams (C0156) and Gerald Hines (C0065) from North America, Paul Parsons (C0141) from Europe, and Juan McDaniel (C0165) from South America. Also, Amy Carpenter (C0180) from Asia has not made any transactions since signing up in October 2023.

Key Suggestions:

- Retaining key customers (William Adams, Gerald Hines, Paul Parsons, Juan McDaniel)
- Re-engage inactive customers (Amy Carpenter)
- Boost Asia's performance
- Boost Clothing sales