

# Task 1 --Business Insights

## **Customer Distribution by Region:**

South America has the highest number of customers, with a fairly uniform distribution across regions. This suggests that marketing strategies could be more effective if tailored to the specific engagement patterns of each region. The balanced customer distribution across regions highlights the company's strong global presence, but there may be opportunities for more targeted regional promotions.

## **Spending Patterns:**

While the majority of customers fall within the lower spending range, there are notable outliers who make significantly larger purchases. Identifying these high-value customers could lead to personalized offers and loyalty programs. The overall trend of lower spending presents an opportunity for the company to introduce upselling strategies or product bundles that encourage higher-value purchases.

## **Transaction Frequency:**

Many customers tend to make around 5-6 purchases, showing they are regular but not frequent buyers. These customers could be a prime target for loyalty programs or incentives to increase purchase frequency. A smaller segment of highly frequent shoppers suggests an engaged group that could be valuable for early product testing or feedback.

## **Most Purchased Product Categories:**

Books are the most popular category, suggesting a strong reader base among the customers. Offering personalized product recommendations based on popular genres or authors could boost sales. Electronics and Home Decor also feature prominently, indicating a demand for lifestyle-related products. Marketing campaigns for home improvement, gadgets, or tech-related items could resonate with customers in these categories.

## **Regional Sales Insights:**

South America's high sales might indicate that customers from this region are making larger purchases, possibly due to local economic factors or product preferences. The company should continue to focus on this market while exploring the reasons behind these spending patterns. Sales in Europe and Asia are lower, possibly due to less targeted marketing or a smaller customer base. Tailoring strategies to meet the specific demands of these regions could improve sales.