

Business Insights Report

1. Customers from North America have the highest total spending, contributing to a significant portion of revenue. By targeting this region with personalized offers, the company could further boost its sales and strengthen its customer base.
2. The Electronics category is the highest revenue-generating product category, suggesting that it has a strong market demand. The company can consider introducing new products in this category to further capitalize on this trend.
3. There is a noticeable spike in transaction volume during the holiday season, highlighting an opportunity for the company to launch holiday-specific promotions or discounts to maximize sales during this period.
4. Customers who make bulk purchases tend to generate higher revenue. Offering discounts or rewards for bulk buying could encourage customers to increase their order size, potentially improving the company's revenue per customer.
5. A large proportion of sales comes from small transactions. The company could focus on upselling and cross-selling additional products during these smaller purchases to increase the total transaction value per customer.