

# **Business Insights Report**

## **1. Customer Distribution Across Regions**

The largest single distribution of customers is found in North America followed by those located in the region of Europe and Asia. This signifies a strong base of a customer, for which North America is an easy-to-target area for marketing efforts. Even further focus could be taken on these two regions as they offer unbalanced growth. Marketing budget should be practically allocated so that maximum return comes when targeting areas with the highest customer concentration.

## **2. Customer Signup Trends**

Customer signups are seen to peak at the start of each year, which could be related to New Year sales or post-holiday promotions. This behavior indicates that customers are more likely to make purchases during seasonal sales periods. Businesses can thus improve customer acquisition and increase revenue if they align their marketing strategies, product launches, and promotional campaigns with this trend. Knowing the peak signup months is important for maximizing marketing strategies and planning promotional events.

## **3. Product Price Distribution**

The product price distribution is predominantly for lower-priced products, but with a few at a higher price level. It seems that the customer base generally operates on prices but may open a niche for more high-end purchases. Offering additional higher-end items yet keeping an equally strong offering at the budget price level would attract a new, higher-end client. Price point identification of the points of greatest demand can determine appropriate pricing to maximize both volume and profit from low-cost products and those generating higher margins.

## **4. Product category popularity**

Sales volume and revenue leaders for categories include Electronics and Fashion. However, categories Home & Living and Beauty truly hold the momentum for growth, as they hold so much untapped potential. Expanding product offerings in these less dominant categories will help business through targeted marketing and engagement of customers. As the business will be offering products based on emerging customer preferences in these categories, there will be an incremental sale with diversified revenue streams.

## **5. Transaction Behavior and Purchase Patterns**

Analyzing the Quantity and TotalValue of transactions shows that customers are more likely to buy in smaller, frequent purchases rather than in a single large purchase. This transaction behavior is one area where retention efforts like loyalty programs can help foster repeat business. Volume discounts or bundled products may also be able to increase average transaction value and generate higher sales without compromising customer experience on the affordability and convenience side. Data reflects that maintaining repeat business and loyalty are critical activities for consistent revenue growth.