

Business Insights

1. Customer Distribution by Region

- **South America** and **Europe** dominate the customer base, signaling key markets. The company should tailor marketing efforts, campaigns, and customer support to these regions, capitalizing on their high value for sustained growth.

2. Top-Selling Products

- A select group of products, especially in **Electronics** consistently lead in sales. These best-sellers should be further promoted through bundling or discounts, with opportunities to expand product variations to maintain interest and boost sales. The two **top selling products** are **ActiveWear SmartWatch** and **SoundWave Headhones**.

3. Revenue Trends Over Time

- Revenue exhibits clear seasonal fluctuations, with **peaks** during **May, July, September** and **December** . The company can optimize for high-demand periods by ramping up inventory, running targeted promotions, and fine-tuning logistics to meet customer needs during peak times.

4. Average Customer Spend

- Tracking average customer spend helps identify high-value buyers. These customers should be engaged through personalized offers, loyalty programs, and early access to new products, which will increase the chances of repeat purchases. **An Average customer spend: \$3467.31**

5. High-Value Customers and Retention

- A small group of customers drives a significant portion of total revenue. Retaining these high-value customers with targeted loyalty programs and exclusive rewards will foster long-term relationships, boosting retention and lifetime value. **The total Number of high-spending customers is 20.**