

Business Insights:

1. Customer Base Growth and Distribution The e-commerce platform has 200 customers spread across four regions, with a healthy growth trajectory showing 79 new signups in 2024 compared to 57 in 2023. This represents a 38.6% year-over-year growth in customer acquisition, indicating strong market penetration and effective customer acquisition strategies. The average customer generates 5 transactions, suggesting good customer retention and engagement.

2. Revenue Performance and Order Values The platform has generated a total revenue of \$689,995.56 across 1,000 transactions, with an average order value of \$690. This relatively high average order value suggests a premium positioning or successful upselling strategy. The transaction volume indicates healthy customer engagement, with each customer making multiple purchases on average.

3. Product Portfolio Balance The product catalog shows a remarkably even distribution across categories (Books: 26%, Electronics: 26%, Clothing: 25%, Home Decor: 23%), indicating well-balanced inventory management. With prices ranging from \$16.08 to \$497.76 (average \$267.55), the platform caters to various price points while maintaining healthy margins.

4. Customer Segmentation Opportunities Analysis reveals three distinct customer segments based on spending patterns and purchase frequency. This segmentation provides opportunities for targeted marketing and personalized experiences. Clear segments suggest the need for differentiated engagement strategies and potentially tailored product recommendations for each group.

5. Regional Market Performance Customer distribution across regions (North America, South America, Asia, and Europe) shows market penetration opportunities. Each region exhibits different purchasing patterns and category preferences, indicating the need for region-specific marketing strategies and product assortments to maximize market potential and address local preferences.