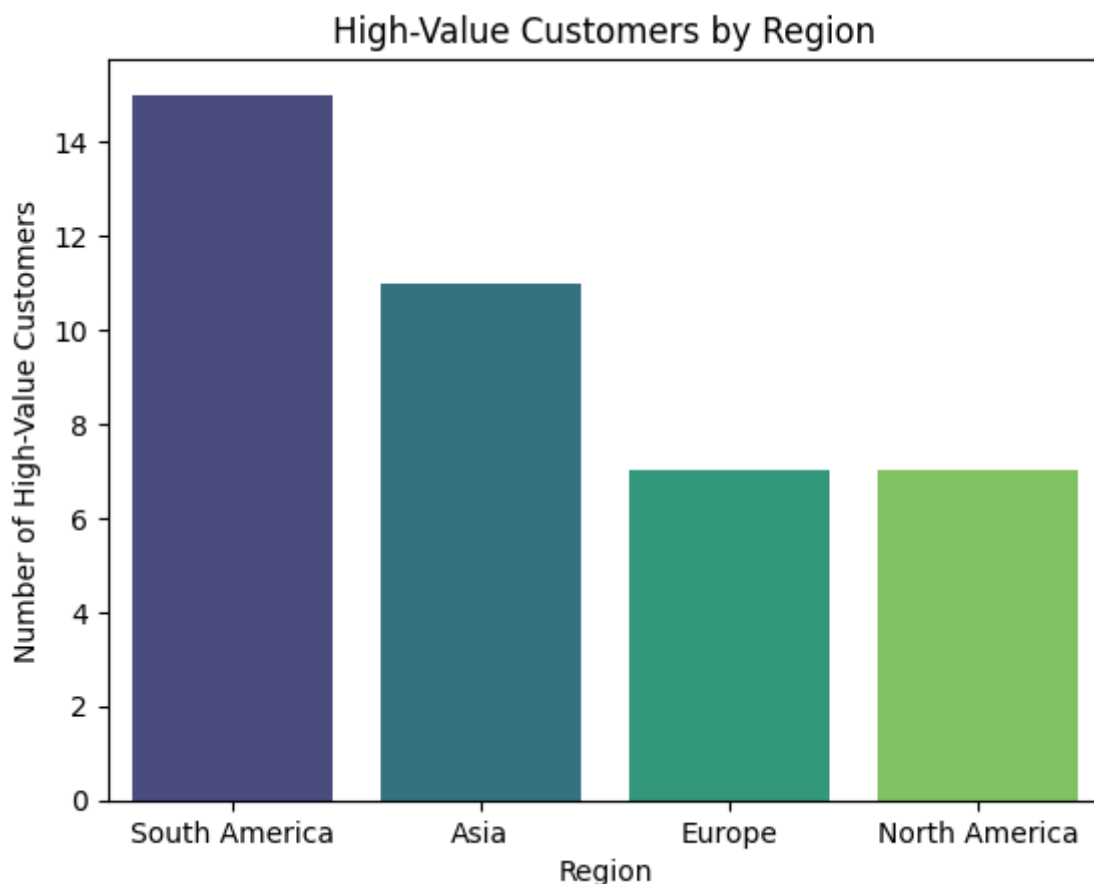# Buisness Insights:-

## Insight1 :- Region wise Segregation of high valued customer

The chart shows which regions have the highest concentration of top 20% revenue-generating customers. Businesses can use this to:

1. The highest number of high-value customers are from South America (over 14 customers).

2. Asia comes second, indicating a significant customer base with a high contribution to revenue.

3. South America and Asia should be prioritized for customer retention strategies and exclusive campaigns to maintain their status as leading regions for high-value customers.

4. The lower number of high-value customers in Europe and North America may suggest untapped market potential, indicating a need for deeper market analysis to identify growth opportunities.

## Insight2 :- Product Category Revenue Contribution

The chart highlights revenue distribution across product categories, revealing which categories contribute the most to total revenue.

Revenue by Product Category
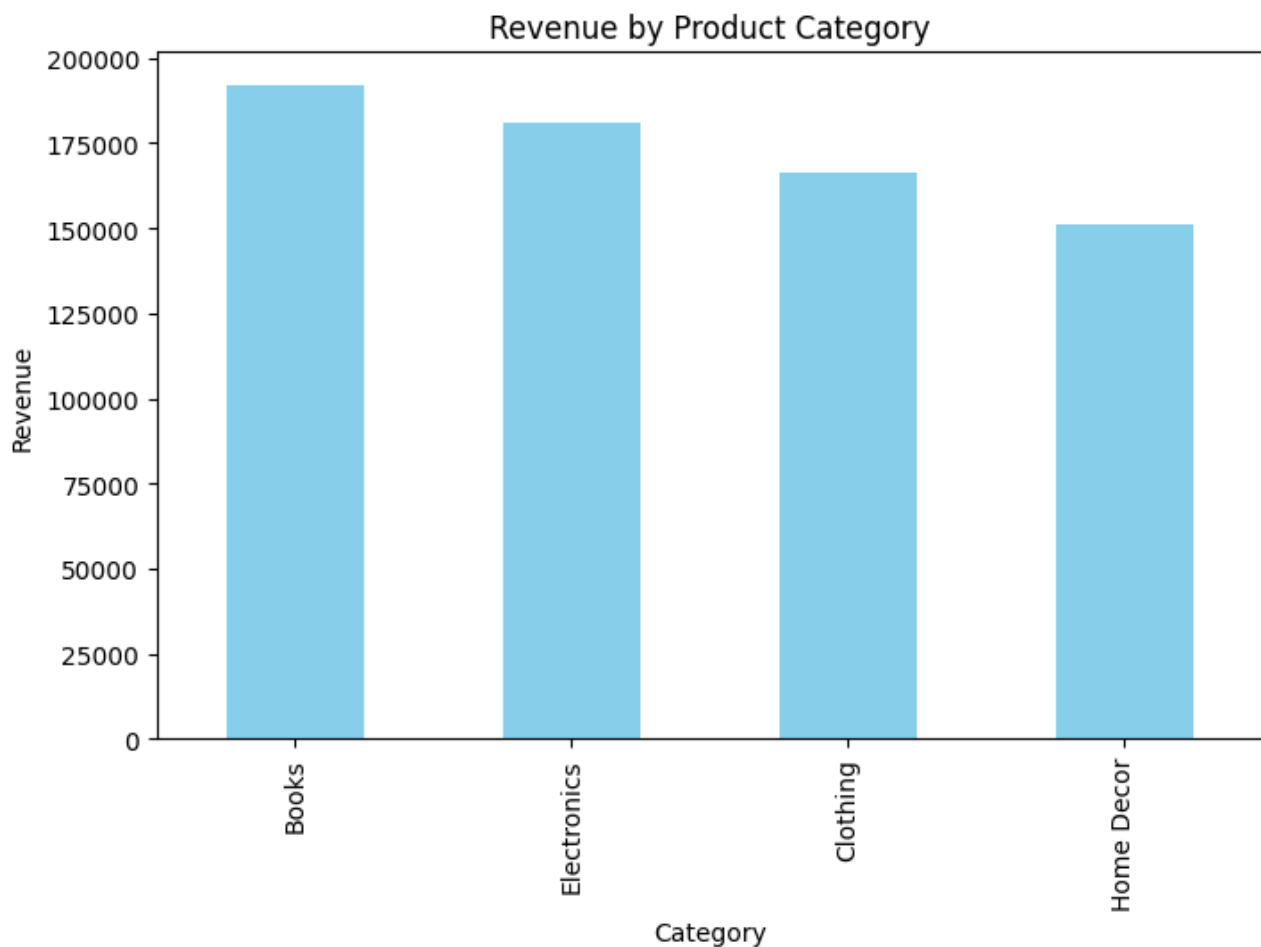
1. **Books**: Generate the highest revenue (close to 200,000), indicating strong demand and significant customer interest. This category should remain a priority for inventory and promotional campaigns.

2. **Electronics**: Rank second in revenue, showing consistent popularity and potential. Strategic marketing could further strengthen its position.

3. **Clothing**: A close competitor to Electronics, indicating balanced demand and room for growth in customer acquisition or cross-selling opportunities.

4. **Home Decor**: Lags behind other categories in revenue generation. This could indicate a niche market or insufficient customer focus, requiring a targeted strategy to boost its appeal.

5. Businesses can focus on **Books and Electronics** for short-term revenue growth while exploring strategies to improve performance in **Home Decor** for long-term potential.

## Insight3 :- Customer Transaction Frequency Distribution

The chart shows the distribution of the number of transactions across customers, providing insights into customer purchasing behavior.

Distribution of Customer Transactions
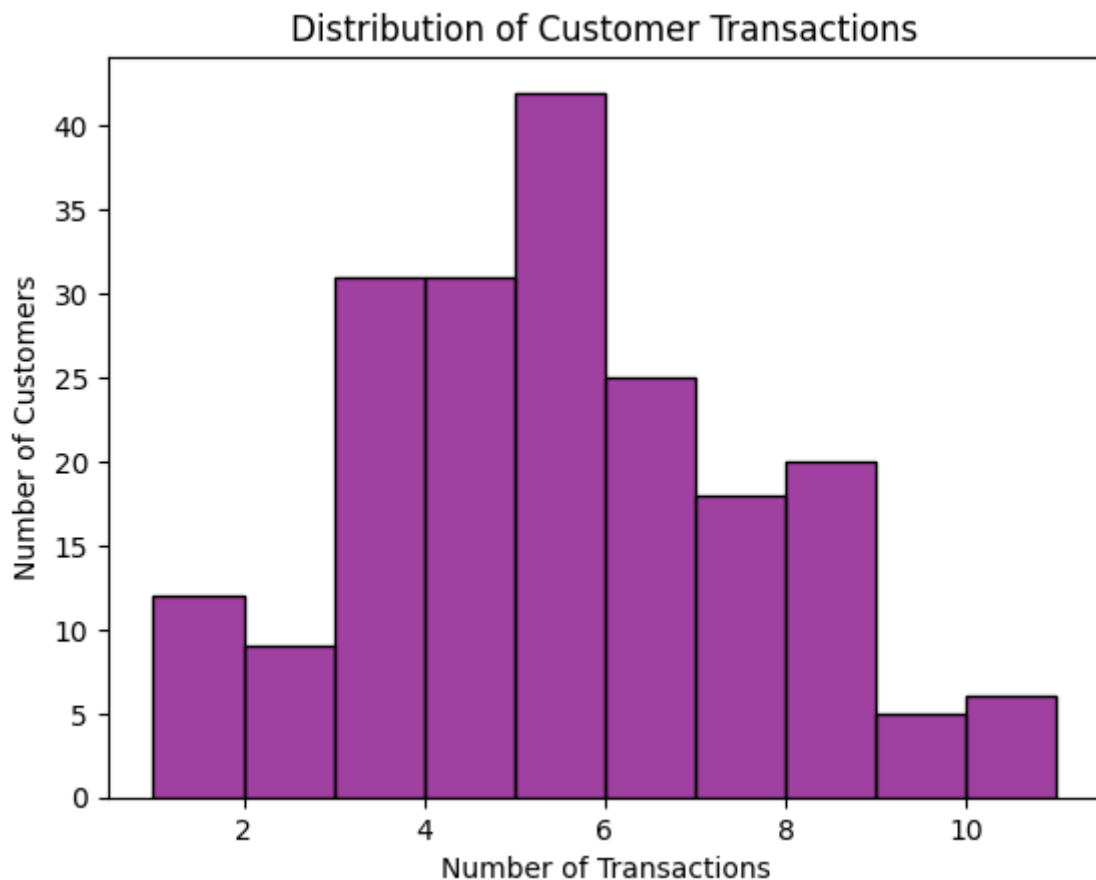
1. **Most Frequent Transactions**: The majority of customers make around 6 transactions, indicating a typical purchasing frequency. This group represents the core of the customer base.

2. **Transaction Spread**: The number of transactions ranges from 2 to 10, showing a mix of occasional and frequent buyers.

3. **Low Transaction Customers**: A small portion of customers has fewer transactions (2–3), suggesting potential for engagement campaigns to convert them into more frequent buyers.

4. Percentage of Repeat Customers: **93.97%**

5. **High Transaction Customers**: Fewer customers make 9–10 transactions, highlighting a niche but loyal group of high-frequency buyers. These customers could be targeted with loyalty programs or exclusive benefits.

6. The business should focus on retaining the 6-transaction group while exploring opportunities to encourage low-transaction customers to purchase more frequently.

## Insight4 :- Monthly Revenue Seasonality trend

The chart shows the distribution of the revenue across months of the year, providing insights into seasonality behaviour.

Monthly Revenue (Seasonality)
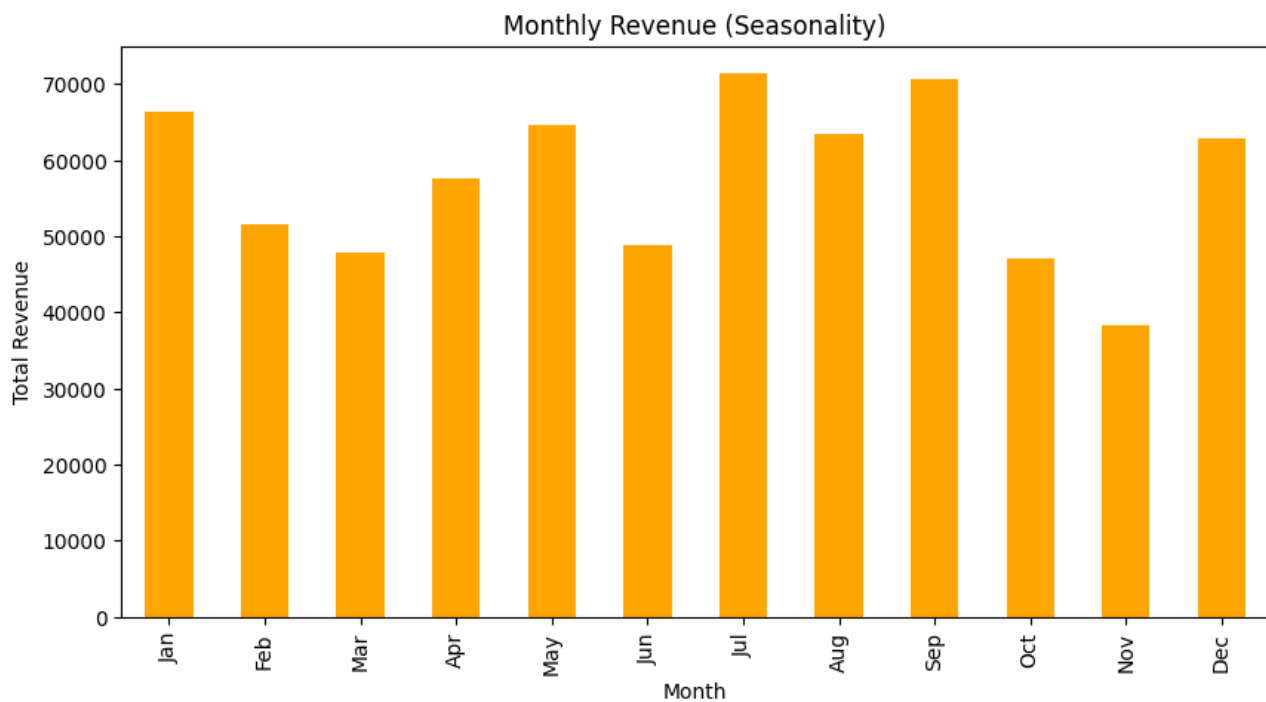
1. **Peak Revenue Months:** The platform experiences its highest revenue in **July** and **September**, likely due to seasonal factors such as summer demand, holiday sales, or back-to-school shopping trends.

2. **Lowest Revenue Month: November** sees the lowest revenues, which could indicate a lull in consumer spending before the holiday season picks up in December or lack of effective promotions during this period.

3. **Steady Business in Specific Months:** Months like **January, May, and December** generate decent business, potentially driven by post-holiday shopping, spring sales, and year-end festive season purchases.

4. **Downward Trends:** A **decline in revenues from September to November** and **January to March** suggests seasonal shifts in demand or consumer spending habits, warranting focused marketing and promotional efforts during these periods to stabilize sales.

Insight5 :- Low performing products

The chart shows the distribution of the revenue across months of the year, providing insights into seasonality behaviour.

Low-Performing Products
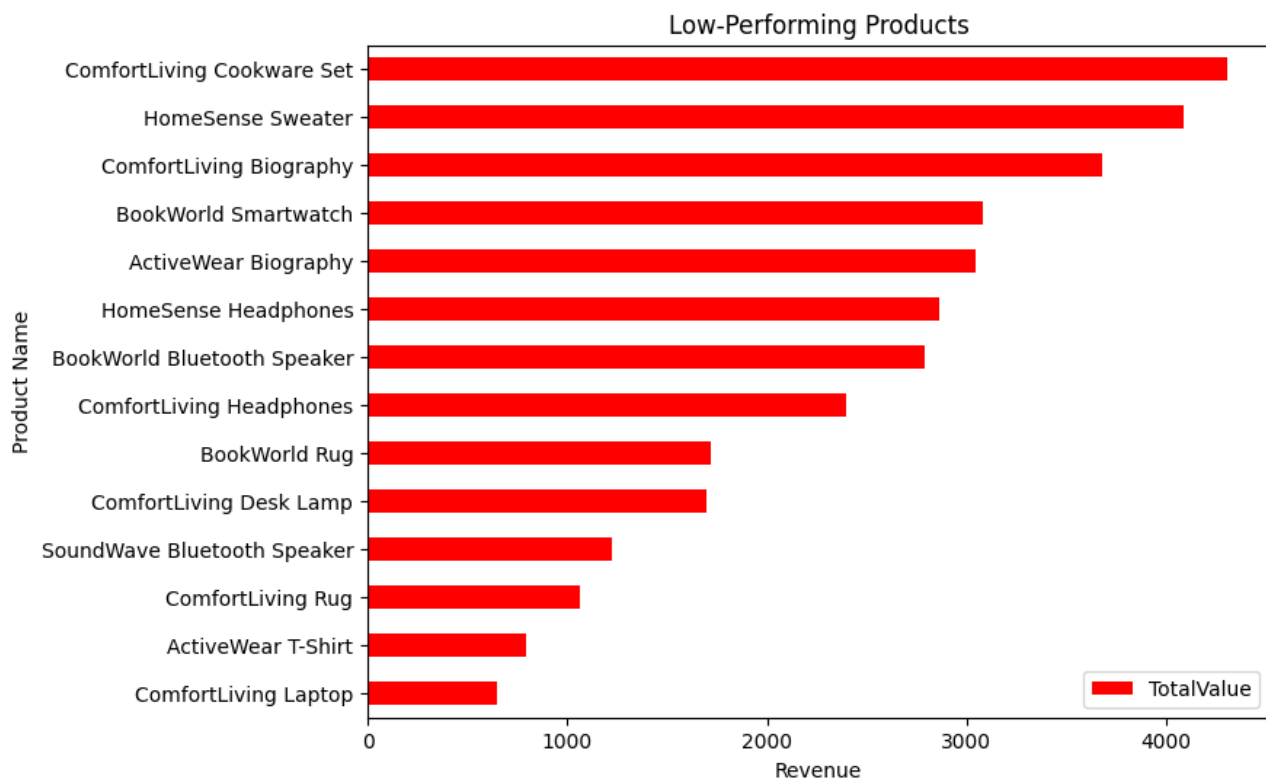
1. **Identify Underperformers:** Products like **ComfortLiving Laptop** (647.76), **ComfortLiving Rug** (1063.81), and **SoundWave Bluetooth Speaker** (1223.22) show significantly lower TotalValue and need further analysis for pricing, demand, or marketing issues.

2. **Improve Electronics Strategy: SoundWave Bluetooth Speaker** lags behind similar products, indicating a need for better differentiation, competitive pricing, or targeted promotions.

3. **Leverage Bundling:** Combine low-performing products with popular items (e.g., bundling speakers with headphones) to increase visibility and sales.