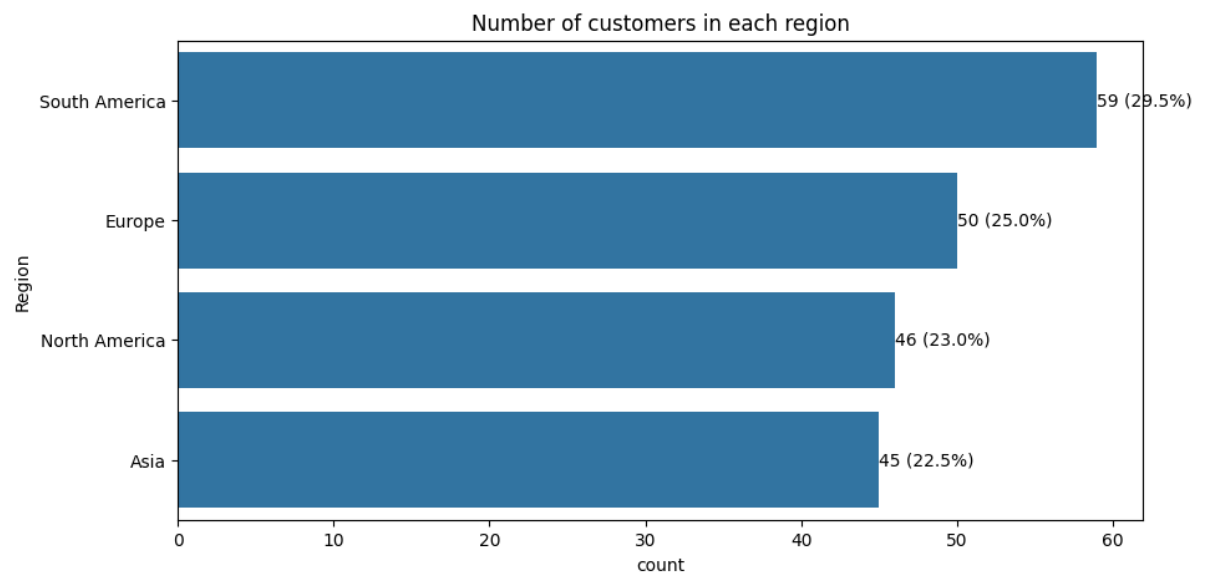
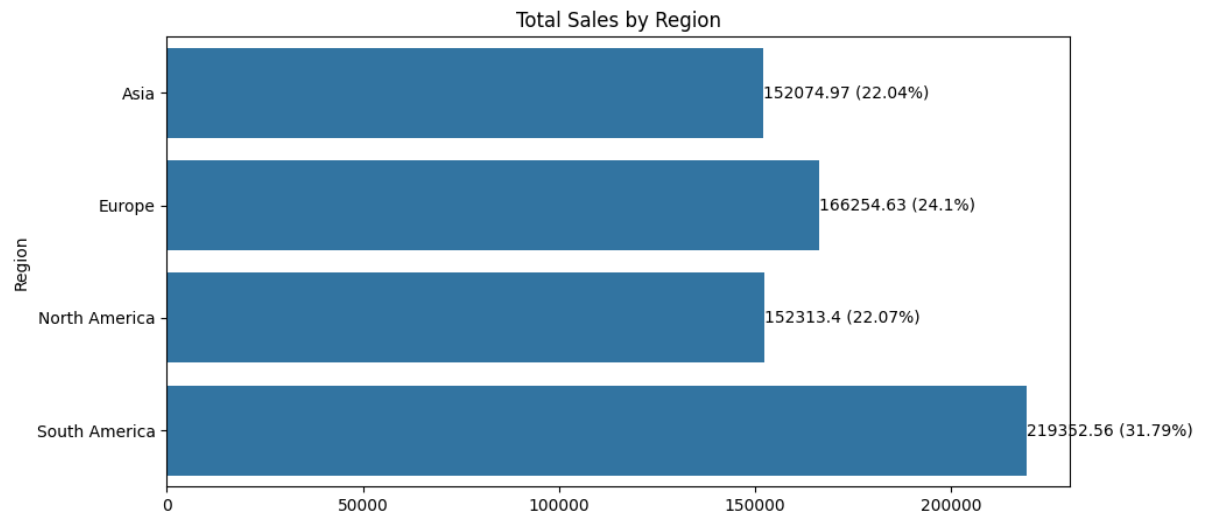


Business Insights

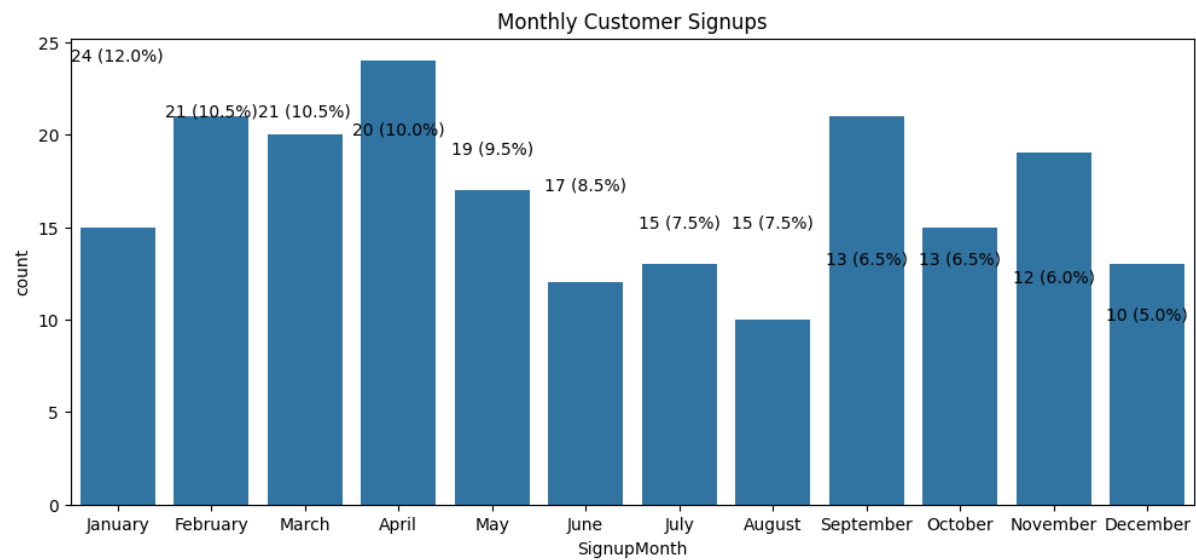
1. Focus on Marketing Efforts in South America

South America not only has the largest customer base of around 29.5% but also contributes to the highest regional sales of around 31.79%. We can prioritize targeted marketing campaigns and localized promotions in this region which could help us further boost revenue and make a more solid market presence.



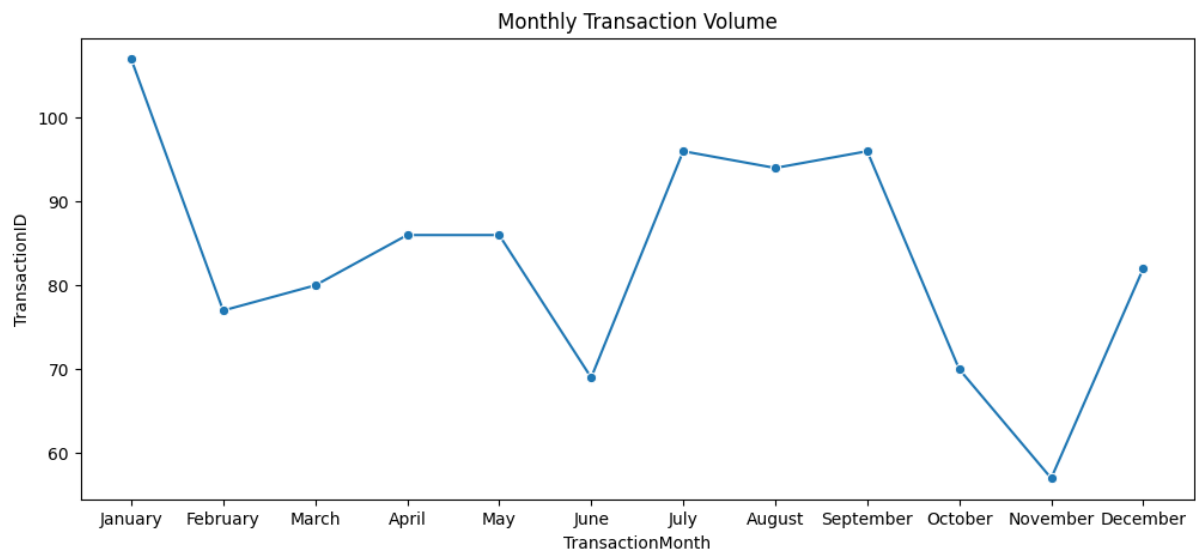
2. Fixing Seasonal Signup Trends

Signups peak in April with additional suggest in September and November. Consider planning promotional campaigns, referral incentives and targeted ads in those quarters to capitalize on heightened customer interest. Address lower signup months ie. May-August with retention focused strategies and special summer offers.



3. Capitalize on High Transaction Months

January, July, August, and September see stronger transaction volumes. Encourage cross-category promotions and dynamic pricing (or special coupons) during these months to maximize sales. Meanwhile, prepare strategies to mitigate revenue dips in traditionally slower months like June and November.



4. Nurture VIP Customers for Long-Term Loyalty

The **top 5%** of customers generate **11%** of revenue, making them highly valuable. Offer exclusive perks—like early product releases, dedicated support, or membership tiers—to strengthen retention and encourage higher spending. This personalized approach can convert occasional high spenders into loyal brand advocates

5. Tailor Category Promotions by Price Range

Average prices for Books (320) and Electronics (290) are relatively higher than Clothing (300) and Home Decor (230). Use targeted discounts, bundle deals, or loyalty benefits to balance perceived value while maintaining margins. Track price elasticity to fine-tune these efforts.

