

# Business Insights

## 1. Category Insight:

- Books are the most popular category with 270 sales, showing strong customer demand.
- Electronics (254 sales) and Home Decor (248 sales) are performing well and contribute significantly.
- Clothing (228 sales) lags, indicating room for growth in this segment.

### Recommendations:

- Promote Books with targeted campaigns and discounts.
- Enhance cross-selling between Electronics and Home Decor.
- Analyse and improve the Clothing category by introducing new products or offers.

## 2. Regional Insight:

- South America leads with 304 customers, showing high engagement.
- North America (244 customers) and Europe (234 customers) perform moderately well.
- Asia (218 customers) shows the least engagement and requires attention.

### Recommendations:

- Focus on South America with tailored promotions and campaigns.
- Strengthen marketing in North America and Europe to improve performance.
- Develop region-specific strategies for Asia to increase customer engagement.

## 3. Customer Insight:

- South America leads in transaction volume, followed by North America, but top customers are mainly from North America.
- Top 10 customers are from North America, with 11 transactions each, showing strong loyalty. But South America has high transaction counts but low repeat buyer engagement.
- Asia shows moderate transaction numbers, requiring better engagement strategies.

### Recommendations:

- Implement loyalty programs for North America, South American customers.
- Personalize offers to top customers. Develop targeted campaigns for Asia to increase customers .

## 4. Sales Insight:

- South America leads in sales with \$219,352.56. Europe follows with \$166,254.63, while North America and Asia generate similar revenue: \$152,313.40 and \$152,074.97, respectively.
- The Clothing category has the highest quantity sold but generates lower revenue compared to other categories.
- Books and Electronics generate the most revenue, indicating higher margins or higher-priced items in these categories.

### Recommendations:

- Explore pricing strategies for Clothing to improve revenue.
- Leverage high-demand categories like Books and Electronics for targeted promotions.
- Focus on increasing sales in Asia and North America to boost revenue.

## 5. Revenue Insights:

- High revenue month is July (\$71,366.39) and January (\$66,376.39) and changing revenue earning slop in every other month but shows a steady increase in long run.
- Mid-Season Opportunity: Months like August and October show moderate sales, suggesting a potential opportunity to boost revenue during mid-season gaps.
- Customer C0141 is the highest spender, contributing \$10,673.87 in total revenue. The top 10 customers have spending ranging between \$6,708.10 and \$10,673.87

### Recommendations:

- Focus on August and October with targeted promotions to increase sales between high and low-performing months.
- Replicate successful strategies from January and July to sustain growth in slower months.
- Introduce seasonal campaigns to engage customers during off-peak periods and stabilize revenue.
- Focus on retaining top-spending customers through loyalty programs and personalized offers.

## Key Insights:

- **Categories:** Promote Books and Electronics through targeted campaigns, while improving Clothing sales with new offers or products.
- **Regional Strategy:** Strengthen marketing in North America and Europe, and develop tailored strategies for South America and Asia to increase engagement.
- **Customer Engagement:** Implement loyalty programs for top customers in North and South America, and target Asia with personalized offers to boost repeat purchases.
- **Revenue Growth:** Leverage peak months (July and January) for promotions, while targeting mid-season months (August and October) to stabilize and boost revenue.

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