

INSIGHT

1. Top-Performing Regions:

South America generates the highest revenue (\$219,352.56), far exceeding other regions. Europe, North America, and Asia have similar revenue levels, indicating potential for targeted growth strategies.

2. Customer Signup Trends:

Signups peaked in 2024 (79 customers), showing growth in customer acquisition. Continuous focus on marketing and promotions can sustain this upward trend.

3. Product Performance:

P029, P079, and P048 are the top revenue contributors, earning over \$17,000 each. P059 and P054 are top sellers in quantity, indicating customer preference for these products.

4. Transactions & Seasonality:

1,000 transactions span 337 unique dates, with consistent activity throughout the year. Studying spikes near holidays can optimize seasonal campaigns.

5. Category Opportunities:

Books dominate the product catalog but exploring underrepresented categories may diversify revenue streams.

6. Customer Retention:

Focus on retaining active customers like C0109 through loyalty programs, as they drive recurring revenue.'''