

## **Business Insights Report**

### **Customer Retention by Region**

Customers from North America and Europe are more likely to come back and spend more. Focus on these regions with special offers.

### **Product Revenue Contribution**

Electronics and Apparel make the most money. Focus on these products to increase sales.

### **High-Value Customer Segments**

High-spending customers buy often. Offer them special loyalty programs to keep them coming back.

### **Seasonal Sales Trends**

Sales increase during Diwali and Christmas. Plan your marketing around these times to maximize sales.

### **Frequent Buyers**

A few customers buy a lot. Send them personalized offers to encourage more purchases.