

Business Insights Report

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1. Seasonality in Sales:

Sales are highest during the holiday season (December), with a noticeable dip in other months. Targeted promotions and campaigns during peak months can help maximize revenue.

2. Regional Sales Trends:

Customers from North America contribute to a significant portion of total sales, accounting for 45%. Expanding efforts in Europe and Asia may increase the global market share.

3. Price Sensitivity in Product Categories:

The 'Electronics' category has higher transaction values, indicating customers are willing to spend more on premium products in this category. Focus on improving product variety in this sector.

4. Bulk Purchase Behavior:

Larger purchases are linked to higher quantities of products sold. Offering discounts for bulk purchases could encourage customers to buy in larger quantities.

5. Customer Loyalty Potential:

Customers with frequent purchases show an increase in their total spending over time. This indicates potential loyalty programs or rewards for repeat customers to increase retention.