BUSINESS INSIGHTS

1. <u>Strong Regional Market Presence:</u>

- South America has the largest customer base (59 customers) and the highest revenue ($219,352.56), indicating it as the most profitable region. Marketing campaigns should be tailored to capitalize on this regional strength.

2. <u>Electronics and Books Drive Sales:</u>

- "ActiveWear Smartwatch" and "SoundWave Headphones" are among the top-selling products, while books also perform well. The electronics and books categories are critical to driving future sales. Expansion in these segments could be a profitable strategy.

3. <u>Increasing Customer Signups in 2024:</u>

- With 79 new signups in 2024, the company shows growth in acquiring new customers. Focused engagement efforts could help retain these new users and increase lifetime value.

4. <u>Seasonal Sales Patterns:</u>

- Monthly sales data shows peaks in January, mid-year (July-August), and year-end months. Targeting high-performing months with strategic marketing, promotions, and discounts can optimize sales during these periods.

5. <u>Revenue Distribution Across Regions:</u>

- North America and South America together generate over 50% of total revenue. Strategies aimed at increasing product penetration and improving logistics in these markets will help maintain steady growth in revenue.

6. <u>Consistent Top-Selling Products:</u>

- Products like the "HomeSense Desk Lamp" and "ActiveWear Rug" show stable demand. Ensuring consistent stock and promoting these items can maintain a strong sales baseline.

7. <u>Regional Customer Segmentation Opportunity:</u>

- Customers are fairly distributed across regions: South America (59), Europe (50), North America (46), and Asia (45). Customizing marketing messages and promotions per region can enhance engagement and conversion rates.

8. <u>Steady Revenue in Emerging Markets:</u>

● Asia and Europe are emerging markets, contributing a combined $318,328.60 in revenue. Expanding product offerings and launching targeted marketing campaigns in these regions can unlock further growth.

9. <u>Pricing Strategy Potential:</u>

● Products like electronics have a higher price point, and books/home decor are lower. By adjusting pricing or introducing bundled deals, the company can target both budget-conscious and premium customers.

10. <u>Product Portfolio Diversification:</u>

● The product category breakdown (Books, Electronics, Clothing, Home Decor) suggests diversification in product offerings. Expanding each category with new, relevant products would cater to a wider customer base and enhance cross-selling opportunities.

11. <u>Opportunity to Enhance Cross-Regional Sales:</u>

● Despite strong revenue from regions like South America and North America, focusing on increasing cross-border trade between these regions could help boost overall revenue. Special offers or global discounts might encourage purchases across borders.

12. <u>Continuous Product Performance Monitoring:</u>

● Monitoring sales trends for each product category (especially those with strong demand like electronics and books) will help anticipate shifts in customer preferences, allowing the business to pivot and introduce new products as necessary.

In summary, the exploratory data analysis reveals valuable insights into customer behavior, product performance, and regional market dynamics. South America stands out as the most profitable region, while electronics and books emerge as key sales drivers. Seasonal sales trends suggest targeted strategies can optimize revenue, and there is substantial growth potential in emerging markets like Asia and Europe. By customizing marketing efforts, diversifying the product portfolio, and monitoring performance regularly, the business can drive continued growth and profitability across regions. These insights offer actionable strategies to enhance customer engagement, product offerings, and revenue generation.