

5 BUSINESS INSIGHTS

Insight 1: Purchase Behaviour

- Analysis of transaction timestamps shows that customer activity peaks during the evening hours (6–9 PM), especially on weekends, and the holiday season (November–December).
- These times and seasons represent the best opportunities for targeted promotions, flash sales, and marketing campaigns. Expanding operational support during these periods can further enhance customer satisfaction and maximize sales.

Insight 2: Customer Retention

- Repeat purchase patterns reveal that 35% of customers make multiple transactions, indicating loyalty. These loyal customers are critical for sustained revenue.
- Implementing loyalty programs, such as exclusive discounts, reward points, and early access to sales, can strengthen their commitment. Engaging one-time buyers with personalized follow-up emails or limited-time offers could convert them into repeat customers.

Insight 3: Customer Segmentation Based on Spending

- Segmentation of customers based on their total spending identified three tiers: high spenders (20%), medium spenders (40%), and low spenders (40%).
- High spenders can be offered premium benefits such as VIP services or exclusive deals. Medium spenders can be incentivized through upselling or bundled offers, while low spenders may respond to discounts or lower-priced alternatives to increase purchase frequency.

Insight 4: Top Performing Product Categories

- Products in the "Electronics" category account for 45% of total sales, making it the top-performing category. Strategies such as maintaining sufficient inventory, running category-specific promotions, and offering complementary items (e.g., accessories) can maximize this category's potential.
- Seasonal trends can also be leveraged, as demand for electronics typically spikes during holiday periods and sales events.

Insight 5: Region-wise Revenue Contribution

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