

Customer Analysis Report

Business Insights Summary:

Total Customer Base: 200 customers

Regional Distribution:

- South America: 59 customers
- Europe: 50 customers

Recent Activity:

- New customers in 2024: 79

Key Findings:

1. Customer base is primarily concentrated in South America
2. 79 new customer(s) joined in 2024
3. Customer acquisition spans from 2022-01-22 to 2024-12-28

This analysis provides a snapshot of our customer distribution and growth trends.

Business Insights Report

Key Business Insights:

1. Revenue Overview

- Total Revenue: \$689,995.56
- Average Transaction Value: \$689.99
- Total Number of Transactions: 1,000

2. Product Analysis

- Most Popular Product: P059
- Consistent pricing structure observed for certain products

3. Transaction Patterns

- Data spans from December 2023 to August 2024
- Multiple transactions per customer indicating customer loyalty
- Varying purchase quantities suggesting diverse customer needs

4. Business Performance

- Steady transaction flow throughout the period
- Mix of single and multiple-item purchases
- Evidence of repeat customers across different months

Recommendations:

1. Focus on customer retention given the repeat purchase patterns

2. Consider volume discounts for multiple-item purchases
3. Analyze popular products for inventory optimization
4. Monitor seasonal trends for better inventory planning

Business Insights Report

This report provides business insights based on the product data:

1. **Category Analysis**:

- Books have the highest average price of \$292.21 with 26 products.
- Electronics have an average price of \$275.35 with 26 products.
- Clothing has an average price of \$263.72 with 25 products.
- Home Decor has the lowest average price of \$235.02 with 23 products.

2. **Most Expensive Product**:

- Product Name: TechPro Textbook
- Category: Books
- Price: \$497.76

3. **Least Expensive Product**:

- Product Name: SoundWave Smartwatch
- Category: Electronics
- Price: \$16.08

These insights can help in pricing strategies, inventory management, and identifying high-value categories.