

Business Insights:

1. North America a Major Contributor to Growth

The business derives the largest share of revenue from customers in North America. This presents a substantial market opportunity, as this region is a key contributor to overall sales. Top Performance in North America Higher purchasing power in North America, customer preferences, and/or targeted marketing efforts may have contributed to this solid performance. Traffic taken from an attempt to tailor products, services, and marketing strategies towards this market may embolden revenue gains.

2. Revenue vs Transaction Volume by Vertical

The Electronics category is the top revenue earner, which makes sense given Electronics are some of the most popular and expensive items. Conversely, apparel category sees the highest transaction volume indicating sustained demand although with potentially lower value per transaction. This implies that Electronics generate significant income per sale, while Apparel is a commodity that grows on volume and customer communication. Adopting different strategies based on 2 different categories (AS category & Regular category) could be a win win in terms of profitability and customer retention.

3 Design Thinking — The Data Mindset for Analytics

Following the Pareto Principle: a small number of customers (20%) contribute to most of the total revenue (80%). This understanding highlights the need to find and nurture these powerful customers via tailored experiences, loyalty strategies, and unique incentives. This segment is vital to keep as their spending has a profound impact on the success of the business overall.

4. Seasonal Transaction Peaks

The holiday season brings about maximum transactions, hence representing a good opportunity for the business to target its promotional efforts during this time. They can generate sales by carrying out seasonal campaigns, offering discounts within limited periods, and creating festive bundles. Additionally, through such planning beforehand, the business can fluidly cater to the increased customer interest in buying its products during such high-demand times of the year. With this insight comes the guarantee of leveraging maximum revenue and brand visibility during the most profitable times of the year.

5. Home Decoration Price Optimization

Some of the products in the Home Decor category have high transaction volumes but low profit margins, and hence require price optimization. This can be achieved by analyzing production costs, competitors' pricing strategies, and perceived customer value. The prices can be adjusted to reflect market demand better, thus increasing profitability without decreasing volume. Another option is to bundle low-margin products with high-margin complementary items to increase overall earnings without reducing volume.

These insights therefore are a roadmap toward targeted strategies of enhancing revenue, profitability, and customer satisfaction. With focus on market-specific strengths, category-specific trends, and customer segmentation, the business would drive sustainable growth and sustain competitiveness in the marketplace.