

Insights

1. Total revenue per customer:

- For around 25 people the total revenue was 3000.

2. Revenue by Product type:

- Books are the top-performing category, contributing 85% of total sales.
- Electronics and Clothing also show strong performance.

3. Monthly Sales Trends:

- Sales exhibit seasonal spikes, particularly in July and September.
- Strategy: Enhance promotional campaigns during peak months.

4. Customer frequency by region:

- Majority of customers are from South America.
- Rest are from Europe, North America and Asia.

5. Total Spend vs Transaction frequency:

- For about 10 transactions the highest total spend of 10000 was recorded

6. Repeated Customer analysis:

- Percentage of Repeat Customers: 93.50%.

By: Shrikant Kheni

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