

BUSINESS INSIGHTS REPORT

1. CUSTOMER SIGNUP TRENDS

The Customer signups go up and down every year. Some years have many new signups which suggests that marketing campaigns or special offers during those times might be working. This helps us understand when to launch similar campaigns for maximum effect.

2. REGIONAL CUSTOMER DISTRIBUTION

Most of the customers are from certain regions. This means we can focus our marketing efforts and resources on these areas, making sure we meet the needs of our biggest customer groups and keep them engaged.

3. PRODUCT CATEGORY FOCUS

We have the most products in certain categories. Knowing which categories are the most stocked can help us decide if we need to push sales in those areas or balance inventory across different types of products.

4. TRANSACTION TRENDS

The number of transactions varies every year. Some years have many more transactions, which might be due to big sales, special promotions, or good timing. Understanding when these peaks happen helps us plan for future sales events.

5. TOP CUSTOMERS

A small number of customers are spending the most money with us. By offering them special deals or loyalty programs, we can make sure they stay with us and even encourage them to spend more, which will increase our overall sales.

6. PRODUCT BUNDLING AND CROSS-SELLING

Analysing which products are frequently purchased together and identifying opportunities to offer bundled deals or cross-sell related products can help us increase average order value.

7. CUSTOMER SEGMENTATION

By segmenting our customers based on demographics, behaviour, and preferences, we can create targeted marketing campaigns that resonate with each group. This helps us

to better understand our customers' needs, improve customer satisfaction, and increase revenue.

8. PRODUCT RECOMMENDATIONS

By analysing customer purchase history and behaviour, we can provide personalized product recommendations that meet their needs and preferences. This helps us to increase average order value, improve customer satisfaction, and drive revenue growth.