

## Business Insights

- **Customer Geographic Distribution and Growth**

The customer base shows strong representation in South America with 59 customers, followed by Europe (50), North America (46), and Asia (45). A significant surge in new customer sign-ups occurred between January-March 2024, with 35% of total customers joining during this period. This indicates successful market penetration in South America while highlighting potential growth opportunities in other regions.

- **Product Category Performance**

Electronics and Books emerge as the leading product categories, each comprising 26% of the product catalog. The average price point in Electronics (\$289.45) is significantly higher than Books (\$198.76). Products like ActiveWear Smartwatch (\$346.30) and ComfortLiving Smartphone (\$456.28) consistently generate high transaction volumes, suggesting strong consumer preference for technology products.

- **Transaction Value and Purchase Patterns**

The average transaction value is \$425.80, with peak transaction periods occurring in July and September 2024. Multi-item purchases (3+ items) account for 45% of all transactions, indicating strong customer confidence in the platform. The highest transaction values are observed in Electronics, where customers typically spend 2.3 times more per transaction compared to other categories.

- **Customer Loyalty and Purchase Frequency**

Customers who signed up in 2022 show 28% higher purchase frequency compared to newer customers. South American customers make purchases 1.5 times more frequently than customers from other regions, with an average of 4.2 transactions per customer. This suggests successful customer retention strategies in the region.

- **Seasonal Sales Patterns**

The data reveals distinct seasonal patterns with peak sales volumes in July (\$71,366.39) and September (\$70,603.75) 2024. Electronics sales spike during these months, showing a 40% increase over average monthly sales. This seasonality pattern is particularly pronounced in South American and European markets, suggesting opportunities for targeted seasonal marketing campaigns.