

Insights

1. Revenue Distribution by Region:

- South America contributed the highest revenue.
- Europe, North America and Asia follow, with significant but smaller contributions.
- Strategy: Focus marketing efforts in South America while exploring growth in Europe, North America and Asia.

2. Top Product Categories by Revenue:

- Books are the top-performing category, contributing 85% of total sales.
- Electronics and Clothing also show strong performance.
- Strategy: Expand the books product line and cross-sell with complementary categories.

3. Monthly Sales Trends:

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

4. Customer Signup Trends:

- Majority of signups occurred in 2024.
- Strategy: Investigate the declining trend and optimize onboarding strategies.

5. Average Transaction Analysis:

- High retention observed in South America, while Europe stands next in transactions.
- Strategy: Introduce loyalty programs in regions with lower retention.

6. Repeated Customer analysis:

- Percentage of Repeat Customers: 93.50%.

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