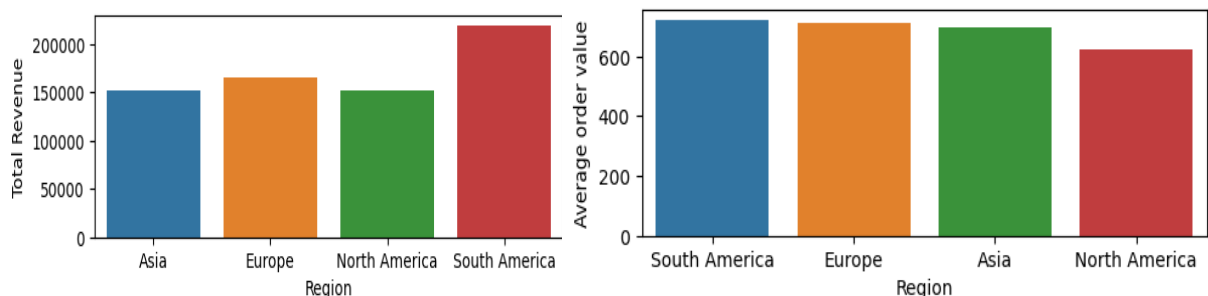
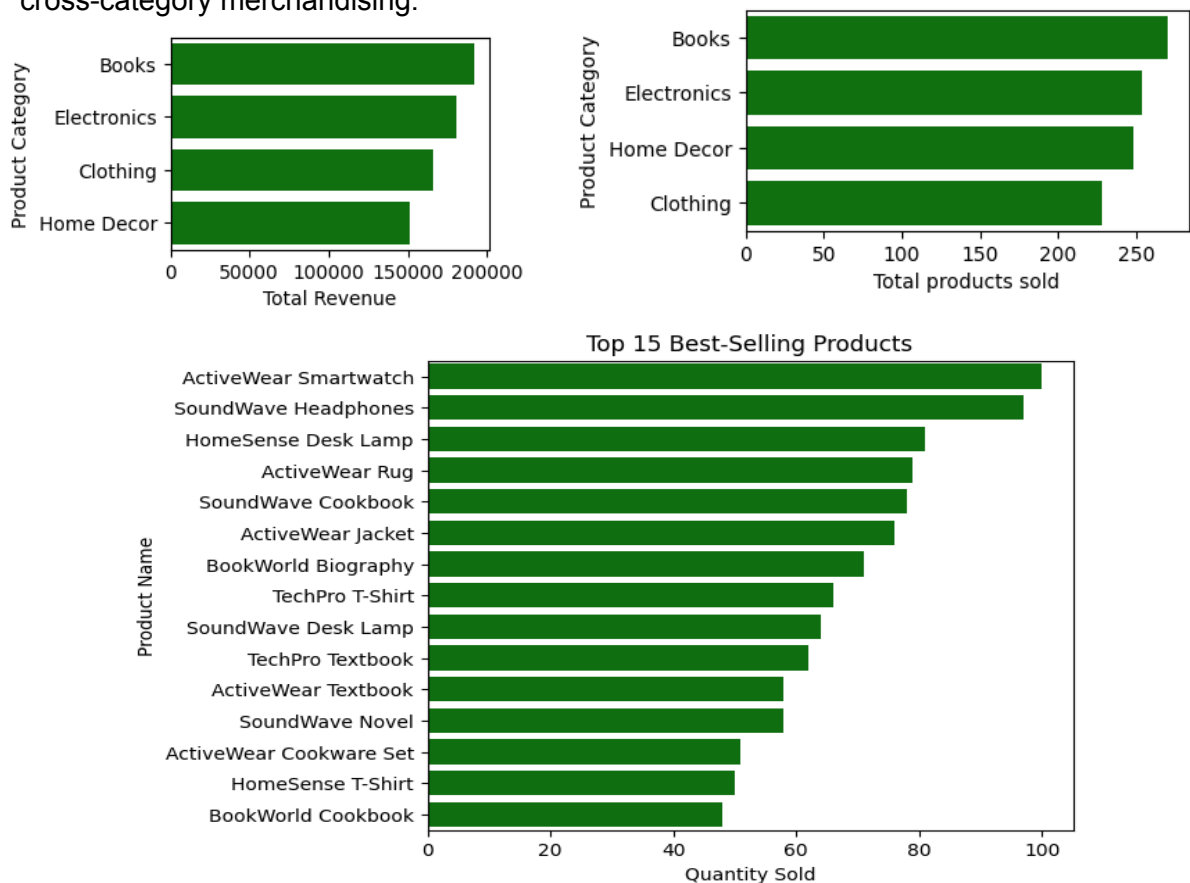


Business Insight Report

- 1. **RFM analysis:** Purchase frequency ranges from **1 to 11 transactions**, with spending between **\$41 to \$3,857** per customer. There is an average of 5 purchases per customer showing moderate loyalty, while the recency span of about 0-360 days highlights varying engagement levels. A major number of customers showing inactivity near the 360-day mark suggests a need for targeted retention campaigns.
- 2. Regional analysis indicates **South America** as the strongest market, leading with **270 orders** and **total revenue** of \$192147 ,Europe comes second with 166254.63 indicating different market behaviors. These regional variations suggest the need for customized marketing and pricing strategies for each territory.

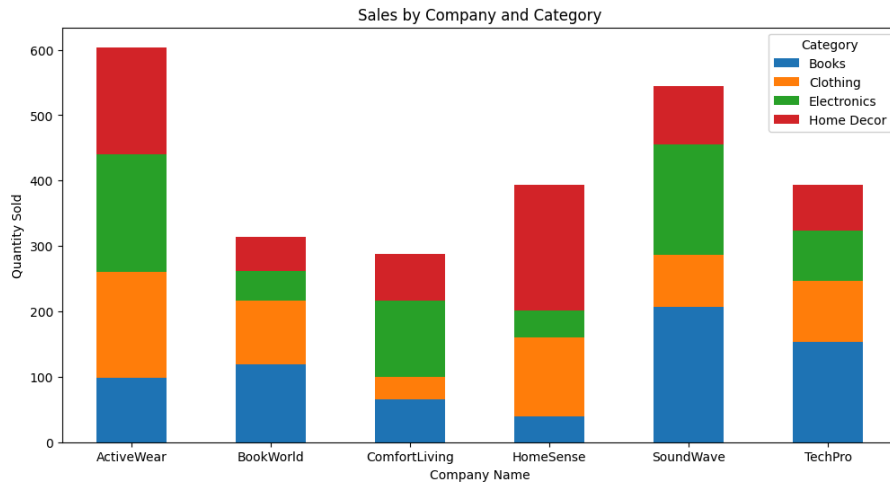


- 3. Product performance data shows **Books** leading more than **255 units** sold, while our top sellers span diverse categories (**Smartwatch, Rug, Headphones**). The median price point of **\$300** across categories demonstrates consistent pricing strategy. This multi-category success reduces dependence on single product lines and shows effective cross-category merchandising.



Business Insight Report

4. Company analysis reveals **ActiveWear** and **SoundWave** as market leaders with **603** and **544 units** respectively. Smaller companies like ComfortLiving and BookWorld show specialized focus on electronics and books respectfully. Homesense is the market leader in home decor



5. Value distribution metrics show average customers spend around **\$1,369**, with **75% spending up to \$1,810**. The maximum spend of **\$3,857** indicates a premium customer segment. With **75% of customers making up to 6 purchases**, there's clear potential for developing premium loyalty programs and strategic upselling initiatives for mid-tier customers.