

BUSINESS INSIGHTS REPORT

1. Regional Transaction Volume:

South America leads in transaction volume with 304 transactions, accounting for the highest regional activity. North America and Europe follow with 244 and 234 transactions, respectively, while Asia has the lowest at 218. South America accounts for **31.96% of total transactions**, suggesting a need for targeted marketing and promotions in this region to sustain and further drive growth.

2. Product Revenue Contribution:

Books contribute the highest revenue among all product categories, accounting for **\$192,147.47** (approximately 27% of total revenue). Electronics follow closely with **\$180,783.50**, while Clothing and Home Decor generate **\$166,170.66** and **\$150,893.93**, respectively. This highlights a strong customer preference for Books, suggesting prioritizing marketing efforts for this category while exploring strategies to boost revenue from Home Decor, which currently generates the least revenue.

3. Monthly Transaction Trends:

January records the highest transaction volume (**107 transactions**), likely driven by post-holiday shopping. A steady decline is observed in February (**77 transactions**) and March (**80 transactions**), followed by stabilization in April and May (**86 transactions each**). The lowest transaction activity occurs in November (**57 transactions**), possibly due to seasonal factors, with a slight recovery in December (**82 transactions**). Peaks in August and September (**96 transactions each**) indicate opportunities for targeted marketing during these high-activity months.

4. Top Customers by Revenue:

Customer **C0141** is the highest revenue generator with **\$10,673.87**, significantly outpacing other top customers. Customers **C0054 (\$8,040.39)**, **C0065 (\$7,663.70)**, **C0156 (\$7,634.45)**, and **C0082 (\$7,572.91)** also display strong spending behavior. The revenue gap between C0141 and others suggests a need to explore retention strategies for high-value customers while encouraging increased spending from other top customers through personalized offers and loyalty programs.

5. Top-Selling Products:

ActiveWear Smartwatch and **Sound Wave Headphones** are the top-selling products in terms of quantity, reflecting high demand. Focusing on inventory optimization and promotions for these products can further enhance revenue.

6. Customer Retention:

The average revenue per transaction is **\$690.00**, and **94% of customers are repeat buyers**, indicating excellent customer retention. Only **6% are one-time customers**, presenting an opportunity to convert them into repeat buyers through personalized marketing campaigns and engagement strategies.

7. Regional Revenue Contribution:

South America generates **33.44% of total revenue**, making it the largest revenue-contributing region. Europe follows with **25.34%**, while North America and Asia contribute **23.23%** and **23.00%**, respectively. This emphasizes South America as a key market, warranting focused campaigns to sustain and grow its revenue share.