

Business Insights Report

Varun Goyal

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Introduction

I analyzed all the three CSV files and found five major business insights that can help the company with targeted marketing and promotions, ultimately increasing their sales and revenue.

1. Region-wise Focused Sales

As observed from the graph, South America and Europe have higher average transaction values compared to North America and Asia. This suggests that customers in these regions may be purchasing higher-value items or larger quantities. The company could explore:

- Targeted marketing strategies
- Premium product offerings in these regions to maximize revenue

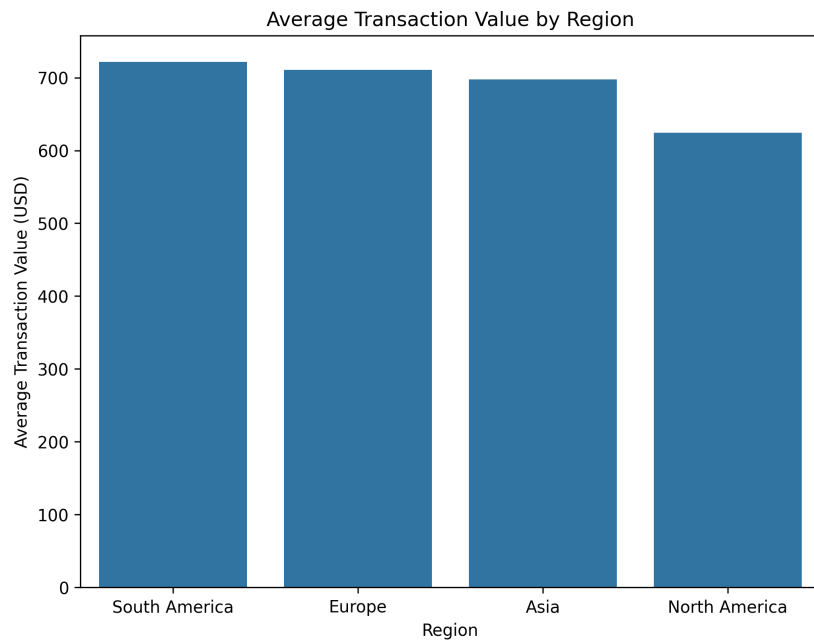


Figure 1: Average Transaction Values by Region

Furthermore, if we get more granular data about individual countries within these continents, we can develop even more specific strategies.

2. Monthly Sales Over Time by Region

From the analysis:

- Sales generally spike in December and January due to Christmas and New Year celebrations globally.
- In February, South America experiences a significant boost due to the Carnival in Brazil. The company should focus on tailored promotions during this period.
- In July, Europe shows lower retail activity due to extensive holidays. The company should adjust its strategies accordingly.

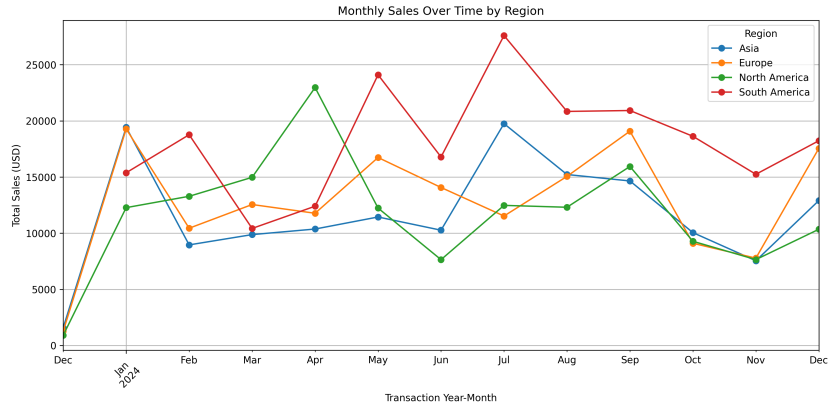


Figure 2: Monthly Sales Trends by Region



Figure 3: Customer Signups Over Time

These trends also affect the number of customer signups during different seasons. The company can focus on promotional discounts, special products, and cultural relevance to boost sales.

3. Best-Selling Products

- Books and electronics lead in total sales, indicating strong customer interest. Cross-promotional opportunities between these categories could be explored.
- The top two products are Smartwatches and Headphones, primarily purchased by the younger generation. Special edition items featur-

ing popular movie characters could boost popularity and establish a monopoly in this segment.

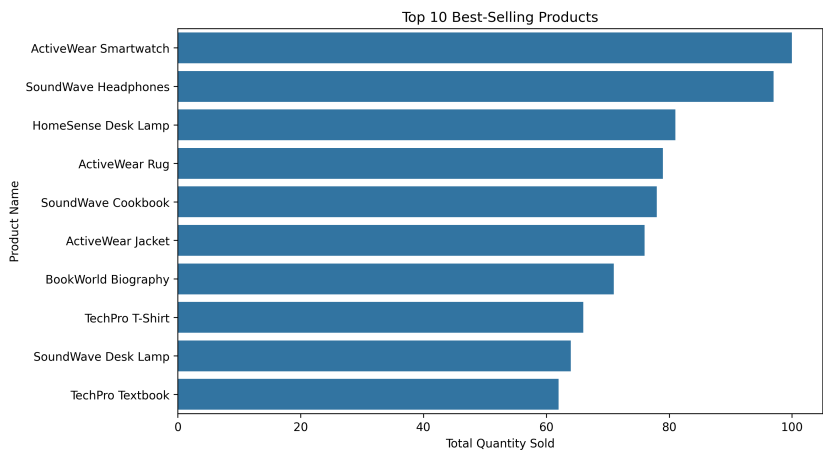


Figure 4: Best-Selling Products

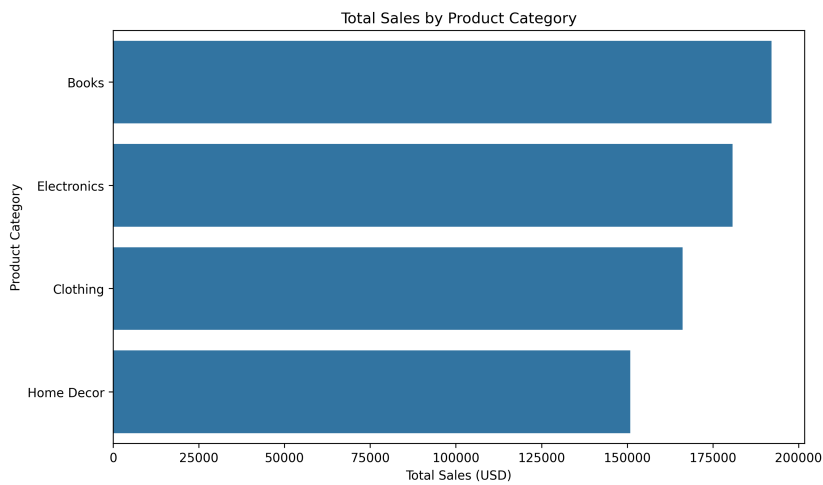


Figure 5: Total Sales by Product Category

4. Total Sales by Region

South America leads in total sales, showcasing a strong market presence. The company could:

- Expand operations in this region

- Increase marketing efforts to enhance sales and solidify its market position

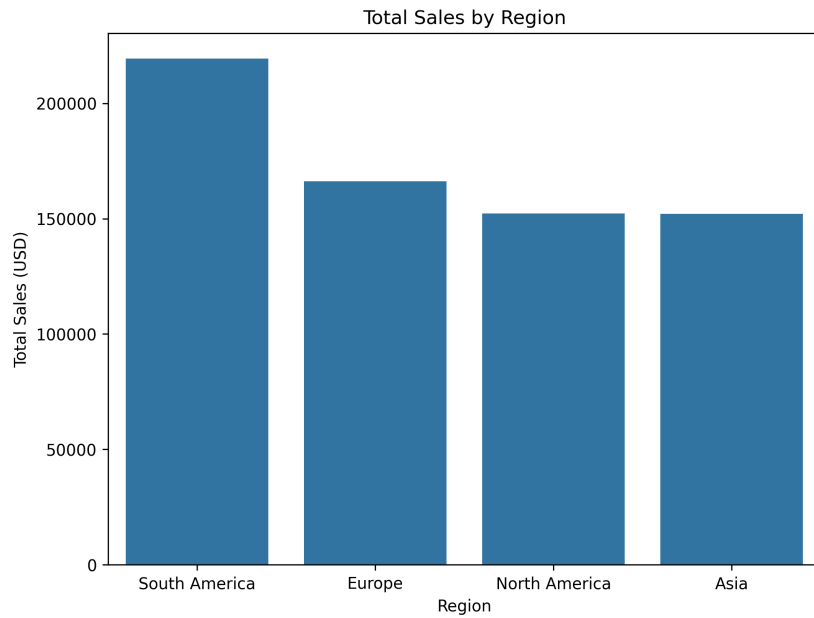


Figure 6: Total Sales by Region

5. Distribution by Product Category

- The significant price variability in Books and Clothing indicates a diverse product range catering to various customer segments.
- The company can emphasize premium products for higher margins and offer budget-friendly options to attract price-sensitive customers.
- Bundling strategies or discounts on higher-priced items could increase average transaction values and enhance overall revenue.

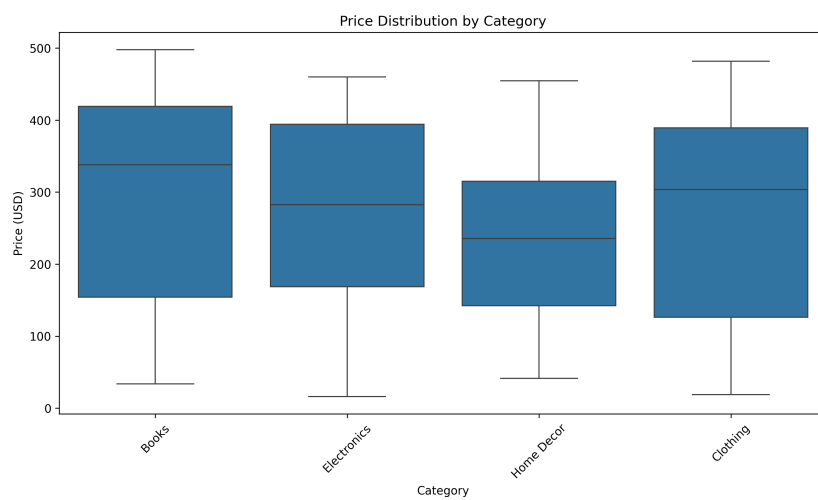


Figure 7: Distribution by Product Category