

Business Insights Report

1. Seasonal Patterns

- Analysis of monthly sales revealed clear seasonality in customer purchasing behaviour.
- Certain months, such as holiday seasons or year-end, saw significantly higher sales volumes.
- Similarly, sales were highest on specific days of the week, such as weekends, reflecting consumer preferences for leisure-time shopping.
- This pattern emphasizes the need for seasonal promotions and workforce optimization during peak periods.

2. Product Profitability

- Profitability analysis identified the most profitable products by comparing revenue and quantities sold.
- Products with high revenue per unit and consistent sales volume emerged as top performers.

3. Region-Specific Product Preferences

- Regions exhibited unique preferences for specific product categories.
- For instance, "Asia" showed a strong affinity for Clothing, while "South America" favoured Books.
- Understanding these regional trends enables tailored marketing campaigns and inventory planning for each geographic area.

4. Sales Trends Over Time

- Sales trends analysis highlighted significant growth in certain months while revealing a decline in others.
- This insight underscores the importance of forecasting tools to better predict sales and manage stock levels, particularly during high-demand periods.

5. Region-Wise Sales Distribution

- Sales distribution by region revealed that "South America" consistently outperformed others in total revenue, contributing a significant share of overall sales.

- Expanding operations or investing in high-performing regions can drive further growth.

6. Top-Performing Product Categories

- Analysis of category performance identified the most lucrative product lines.
- Categories such as “Electronics” and “Books” dominated sales, suggesting opportunities to expand offerings or introduce complementary products in these areas

7. Most Purchased Products

- Products with the highest purchase frequency included everyday essentials and popular items.
- These insights help optimize inventory levels and highlight items for promotional campaigns to boost customer engagement.

8. Customer Signup Trends

- Customer signups increased significantly during seasonal campaigns and before Holidays.
- This suggests that incentivized offers or discounts before holidays and festivals are effective for acquiring new customers.

9. Customer Retention

- Customer retention analysis showed that approximately 93.5% of customers made repeat purchases.
- High-value customers with frequent transactions contributed disproportionately to revenue.
- Retargeting these loyal customers with exclusive offers could further boost revenue.

10. Lifetime Value (LTV)

- The Lifetime Value (LTV) analysis revealed that a small percentage of high-value customers contribute significantly to overall revenue, emphasizing their importance for loyalty programs and exclusive offers.