

Business Insights Report

Executive Summary

After spending several weeks analyzing our customer data and sales metrics from 2024, I've uncovered some interesting patterns that I think deserve our immediate attention. I've focused on what I believe are the five most important findings that should shape our strategy going forward. Let me break down what I've found.

Key Business Insights

Looking at the numbers, I noticed several trends that really stood out to me:

Our customer retention isn't where it should be. We've got about 70 active customers, but we've lost 40 - that's a pretty big chunk. What really concerns me is that only 15 customers fall into what we'd call our "champions" category. This tells me we're not doing enough to turn our regular customers into real advocates for our brand.

The sales data from 2024 shows some pretty wild swings. We hit our stride during July through September, pushing about 70,000 units, but then things took a nosedive in November, dropping to 40,000 units. I think we need to look at ways to smooth out these ups and downs.

One bright spot I found is our performance in South America - they're absolutely crushing it with over 200,000 units sold. The interesting thing is that our other regions (Asia, Europe, and North America) are all hovering around 150,000 units each. Books are particularly hot in South America, grabbing almost 32% of the market share.

When I dug into our product categories, I found that Books and Electronics are neck and neck at about 175,000 units each. Home Decor is lagging behind at 150,000 units - I think there's room for improvement there.

The customer purchase patterns were particularly interesting to me. Most folks make between 4-6 purchases, typically waiting about 40 days between buys. But here's the thing - that interval varies wildly (standard deviation of 51 days), which suggests to me we could do better at creating more consistent buying habits.

Price Sensitivity Analysis

Something that really caught my eye was how consistent our purchase quantities stay across different price points - we're seeing 2.4-2.7 units per transaction regardless of price. This gives us some flexibility with our pricing strategies.

Recommendations

Based on what I've found, here's what I think we should focus on:

1. We need to get serious about keeping our customers around. I'd suggest creating a targeted program for customers who show signs of leaving.
2. Let's work on evening out those sales peaks and valleys with some smart seasonal marketing.
3. Whatever we're doing in South America is working - we should try to replicate that success elsewhere.
4. The Home Decor category needs some attention - there's potential there we're not tapping into.
5. We should look at ways to make customer purchasing more regular and predictable.

Next Steps

I think our priorities should be:

1. Getting specific action plans in place for each of these recommendations
2. Setting up clear ways to measure our progress
3. Making sure we check in quarterly to see how we're doing
4. Making sure we have the resources to make this happen