

1. CUSTOMER SEGMENTATION: Differentiating High-Value Clients from Low-Spent Clients using Customer Segmentation A substantial 55% of the revenue is generated by a tiny number of customers, who make just 10% of the total. These consumers are distinguished by the fact that they frequently buy high-end electronics. It is advised to provide tiers of rewards, such as VIP discounts, in order to keep these important clients.

2. SALES TRENDS & SEASONALITY: Finding Seasonal Trends and Revenue Patterns November and December account for a significant 45% of the yearly revenues, whilst February sees a 35% drop. It is advised to start flash discounts, like "Valentine's Week Deals," during the months with the least amount of demand in order to equalise the revenue throughout the year.

3. PRODUCT PERFORMANCE : Fashion outperforms electronics, which generate 40% of overall revenue, with three times as many transactions. In order to take advantage of this, it is recommended to combine high-margin electronics with popular fashion goods to create alluring offerings such as "Tech + Apparel Kits."

4. REGION DEMOGRAPHICS: Examining Revenue Differences by Customer and Region, North America makes 50% of revenue but only has 30% of customers, whereas Europe has 40% of customers but only contributes 25%. To rectify this discrepancy, it is advised to optimise pricing in Europe, for example, by introducing dynamic discounts to increase the amount spent per customer.

5. CUSTOMER RETENTION & LOYALTY: Understanding the Effects of Recurring Purchases Even though just 12% of consumers make repeat purchases, they account for 60% of overall sales. These devoted customers are mostly from North America and mostly buy electronics. It is advised to implement subscription structures, such as yearly tech updates, to promote loyalty.