

Business Insights Report

1. Total Sales by Region

The total sales are highest in South America with \$219,352.56, followed by North America (\$152,313.40), Europe (\$166,254.63), and Asia (\$152,074.97). This suggests that South America is the leading market in terms of sales, and targeting regions with lower sales, like Asia and North America, could help boost overall revenue.

2. Top-Selling Products

The ActiveWear Smartwatch leads the product category with 100 units sold, followed by SoundWave Headphones (97 units) and HomeSense Desk Lamp (81 units). These products are driving significant revenue, and their success indicates a strong customer preference for electronics and home decor items.

3. Average Transaction Value by Region

The highest average transaction value is in South America (\$721.55), followed closely by Europe (\$710.48). In comparison, North America has the lowest average transaction value (\$624.24). This may indicate that customers in South America tend to spend more per transaction, presenting an opportunity for targeted marketing campaigns.

4. Customer Segmentation by Spending Category

There is a clear disparity in the distribution of customers across spending categories:

- High Spend: 181 customers with a total value of \$678,932.97
- Medium Spend: 12 customers contributing \$9,771.09
- Low Spend: 6 customers contributing \$1,291.50

The High Spend category represents the majority of the revenue, highlighting the importance of focusing

marketing efforts on this group. The small customer count in the Medium and Low Spend categories, despite

their relatively lower revenue contribution, suggests a need to either improve retention strategies or explore promotions to increase sales from these segments.

5. Customer Behavior and Trends

From the Most Recent Transactions by Customer, we can see a mix of frequent and occasional shoppers,

which offers opportunities to develop personalized engagement strategies for both customer types.

Customers like Lawrence Carroll and Michael Rivera are spending higher amounts, and efforts can be

directed towards retaining high-value customers with loyalty programs.

Recommendations:

- Target South America and North America: South America leads in total sales, but North America could

benefit from more promotional efforts to increase its market share.

- Promote High-Value Products: Top-selling products such as the ActiveWear Smartwatch and SoundWave

Headphones should be highlighted in future campaigns.

- Focus on High-Spending Customers: Most revenue comes from high-spending customers. Invest in personalized

campaigns to retain and nurture this segment.

- Diversify Strategies for Low-Spending Segments: Re-engage low and medium spenders with targeted offers

or loyalty programs to elevate their purchase frequency.