

# Business Insights

## Customer Distribution

- South America has the largest customer base, indicating significant market potential.
- Customer distribution varies significantly across regions.
- Asia shows lower customer numbers, suggesting untapped market potential.

## Product Category Distribution

- Books have the highest number of products, influencing inventory, marketing, and shelf space allocation.
- Books are the most popular category, guiding merchandising decisions.

## Monthly Sales Fluctuations

- Understand seasonal trends and plan accordingly based on monthly sales fluctuations.
- Prepare for increased demand during peak sales periods from July to September.
- Mitigate the impact of sales dips (March, November) with promotions or new product introductions.

## Top-Selling Products

- Identify top-selling products to understand customer preferences and optimize inventory and marketing.
- Prioritize merchandising for top sellers like the ComfortLiving Sweater and ActiveWear Jacket.
- Top 10 Selling Products are - ComfortLiving Sweater, ActiveWear Jacket, TechPro Headphones, TechPro Smartwatch, ComfortLiving Smartphone, TechPro Cookbook, SoundWave Jeans, HomeSense Novel, ActiveWear Rug, ActiveWear Smartwatch.

### **Customer Segmentation**

- Segment customers into single-transaction and repeat customers for tailored strategies.
- Understand customer loyalty and retention efforts through repeat customer percentage (6.00%).
- Highlight the significant revenue contribution of repeat customers (99.08%).

### **Top Repeating Customers and their Details**

- Identify and target top repeating customers for personalized marketing efforts, loyalty programs, or exclusive benefits.
- There are 3 most repeating customers from North America in the Top 5 repeating customers.

### **Year-over-Year Growth**

- Understand positive user acquisition growth over the years based on the upward trend in yearly signups.
- Assess potential growth rate acceleration from 2023 to 2024.