

## **Business Insights**

- **Top-Performing Region:**

South America leads in sales (219,352.56), significantly outperforming other regions. This indicates a strong customer base and high purchasing power in this market. To sustain and expand revenue, the business could focus on region-specific marketing campaigns, loyalty programs, and targeted promotions. Additionally, analysing popular products in this region can help optimize inventory and drive further growth.

- **Product Category Popularity:**

The portfolio is dominated by Electronics and Books, with 26 products each, while Home Decor has the fewest (23). This shows an opportunity to diversify the inventory in underrepresented categories like Home Decor and Clothing. By introducing more products and unique offerings in these categories, the business could attract new customers and increase sales, especially in regions where these categories may have untapped demand.

- **Customer Transaction Behaviour:**

On average, customers purchase 2.5 items per transaction, with a maximum of 4 items. This suggests customers often buy multiple products, indicating an opportunity to implement promotions like discounts for orders exceeding three items. Additionally, bundling complementary products (e.g., Electronics with Accessories or Books with Home Decor items) could further incentivize larger purchases and increase the average transaction value.

- **High-Priced Products Impact:**

Products priced above \$400 contribute significantly to high transaction values, showing that customers are willing to pay a premium for quality. The business could capitalize on this trend by expanding its portfolio of high-value products, offering financing options for premium items, and running exclusive promotions for these products. Highlighting premium items through advertising and online storefront optimization may also boost their visibility and sales.

- **Low Asia Sales Performance:**

Asia recorded the lowest sales (152,074.97), indicating potential challenges in market penetration. To improve performance, the business should analyse customer preferences, cultural trends, and competitive pricing in this region. Offering region-specific promotions, partnerships with local influencers, or launching localized products could enhance customer engagement. Additionally, investing in digital marketing campaigns targeting Asian customers might help increase brand awareness and drive growth.