Business Insights 1 : Regions like Asia/South America are customer numbers' hub, and less represented regions can be considered a growth opportunity. Spikes during April, September, and November 2024 point to the effective campaigns. Sign-ups across 179 days emphasize the effective marketing that is taking place in some months. Zeotap can help to optimize regional efforts, replicate success, and predict trends for acquisition improvement.

Business Insights 2 : Steady customer growth indicates effective acquisition strategies, though plateaus highlight optimization opportunities. Regions with faster growth show success, while slower ones reveal untapped potential. Zeotap can analyze slow-growth periods, replicate high-growth strategies, target underperforming regions, and enhance retention in rapidly growing areas to sustain and expand momentum.

Business Insights 3 : The price distribution across categories reveals strategic opportunities. Books have the maximum price range and variability, which means that there is a mix of budget along with premium offerings targeting different customer segments. Electronics with greater median prices signifies a demand for high-end products in the market. Home Decor and Clothing show comparatively smaller price ranges and lower median prices reflecting uniform pricing strategies that could target price-sensitive customers. Outliers here in Electronics and Home Decor categories could represent potential luxury or high-value items. This analysis can be utilized by Zeotap to align its pricing with optimum premium products, while competitive prices should be offered for consistent categories.

Business Insights 4: Monthly sales records show a drastic increase in the month of January 2024, where sales revenue reached up to $66,376.39. This would be due to post-holiday promotions or New Year campaigns. Another two high selling months are July and September 2024. This may depict a seasonal demand or successful marketing activity. Conversely, months like November and October 2024 show lower sales, signalling a need for improved strategies. Zeotap can leverage this trend analysis to optimize future campaigns, focus on high-revenue months, and address slower periods effectively.

Business Insights 5 : Customer Spending Behaviour: The average customer spend is 3,467.31, with the top 10 customers contributing significantly higher revenue, such as C0141 ($10,673.87). This means that there is a small number of high-value customers who are generating significant revenue. Customer Retention: 93.97% of customers are repeat buyers, which means that the customer retention is strong. However, there is scope to engage and up sell to repeat customers for higher revenue. Focus on high-value

customers with personalized offers or loyalty programs. Target lower spenders with cross-selling or tailored promotions.

Business Insights 6 : 1. Regional Revenue Distribution: South America leads with 219,352.56, followed by Europe and North America, and this is showing strong regional performance. Asia is relatively low revenue, so that is an opportunity for targeted campaigns and market penetration. 2. Category Revenue Trends: Books are the highest in revenue ($192,147.47), followed by Electronics and Clothing, indicating strong customer demand. Home Decor has potential growth with strategic promotions or bundled offerings. 3. Bulk Orders: P054 (Books) and P059 (Clothing) are the most ordered in bulk, indicating a huge demand. Zeotap can use this information to optimize stock and offer discounts on volume orders for popular products.

Business Insights 7 : The top 10 products, led by P029 (19,513.80) and P079 (17,946.91), contribute significantly to revenue, indicating strong customer preferences. South America dominates category revenue, excelling in Books (69,752) and Electronics (58,846). Asia leads in Clothing, reflecting regional demand variations. Zeotap can optimize inventory for high-performing products, focus on regional category strengths, and target weaker areas like Home Decor in North America to drive balanced growth.