

INSIGHTS:

Business Insights

1. South America Dominates Sales Volume

South America records the highest transaction volume and customer base, with a strong preference for Clothing.

Business Decision: Prioritize marketing campaigns and inventory for Clothing in South America. Expand product offerings and partnerships to maintain dominance in this region.

2. High Demand for Electronics Across All Regions

Electronics consistently rank as the most purchased category, especially in North America.

Business Decision: Focus on optimizing supply chains for Electronics, especially during peak months (Jan, Apr, Sept). Invest in targeted promotions to sustain demand.

3. Seasonal Trends in Home Decor and Regional Preferences

Home Decor shows high demand in Asia and Europe but dips mid-year in Europe and year-end in North America.

Business Decision: Align Home Decor marketing with regional demand peaks. Introduce discounts and promotions during slow months to stabilize sales.

4. Increasing Retention and Decreasing Churn Rates

A growing retention rate and reduced churn indicate customer loyalty.

Business Decision: Enhance loyalty programs and personalized offers to further boost retention. Focus on customer satisfaction and after-sales service to maintain this trend.

5. Clothing Dominates Spending in Asia and South America

Clothing has the highest spending in Asia and South America, with normalized proportions of 0.32.

Business Decision: Allocate more resources to Clothing inventory and marketing in these regions. Expand premium clothing lines to capitalize on high spending patterns.