Business Insights Report

1.Revenue Dependency on Small Transactions

The business heavily relies on a high volume of small transactions (≤$500). This indicates a significant opportunity to increase overall revenue by focusing on strategies to raise the average transaction value. By targeting the increase of larger purchases, the business can maximize revenue per transaction, further strengthening its financial position.

2. Seasonal Spending Patterns

The highest spending months are May, July, September, and December, while March sees the lowest spending. Tailoring marketing efforts and promotional campaigns to align with these peak periods will help capitalize on these seasonal trends. This approach can significantly increase revenue during the high-demand months, as customers are more likely to spend during these times.

3. Customer Signup Trends

There was a notable recovery in customer sign-ups in 2024 following a decline in 2023. Investigating the underlying reasons behind this recovery could help sustain this positive growth trend. Leveraging the successful factors from 2024 and addressing the challenges of 2023 will allow the business to continuously enhance customer acquisition and retention strategies.

4.Top Product Categories

Books are the top driver of both transactions and revenue, while electronics generate high revenue per transaction. There is potential for improvement in categories like clothing and home decor. A strategic marketing push or targeted discounts in these categories could help boost their contribution to overall sales and diversify the product portfolio's revenue streams.

5.Customer Preferences

The customer base tends to prefer affordable products, signaling that offering more value-for-money items could enhance both customer satisfaction and loyalty. Aligning the product assortment with customers' price sensitivity can lead to higher engagement, repeat business, and positive word-of-mouth, thereby driving long-term growth.