

Business Insights

- A small group of 120 customers generates 80% of our revenue, highlighting the importance of building strong relationships with these high value customers. Paul Parsons contributed \$10,673.87, the highest among all customers.
- Electronics category stole the show in July 2024, reaching over \$22,000 in sales. This shows that mid year is an ideal time for seasonal promotions to drive even higher revenue.
- South America has the highest customer base (59) and retention rate of 28.14%. Targeted campaigns in South America could further enhance loyalty and sales.
- The most purchased product is SoundWave Jeans (price = \$303.20). Price-sensitive promotions on similar products in the Clothing category could boost volume sales.
- Overall customer retention rate is exceptionally high at 93.50%. However, many customers spend around \$3,000 frequently. So, offering incentives like discounts or rewards could encourage them to increase their purchase size.