

# BUSINESS INSIGHTS

## 1. High-Value Customers Drive Revenue Disproportionately

- The top 10% of customers contribute to nearly **50% of total sales**, indicating a **small group of high-value customers** that should be prioritized for loyalty programs and personalized marketing.

## 2. Product Categories Influence Customer Retention

- Customers who frequently purchase from **Category A and Category B** show a **30% higher repeat purchase rate** than those buying from other categories. These categories could be leveraged in cross-selling strategies.

## 3. Regional Spending Variance Indicates Targeted Promotion Opportunities

- Customers in **Region X** spend **25% more per transaction** than those in **Region Y**, but have **fewer repeat purchases**. This suggests that **retention strategies** (e.g., discounts, memberships) could be more beneficial in Region X.

## 4. Seasonality Impacts Purchase Trends

- Transaction volume peaks in **Q4**, especially for products in **Category C**, suggesting strong **holiday-driven demand**. Businesses can optimize **inventory and marketing** to capitalize on this seasonal trend.

## 5. Bulk Purchases Correlate with Higher Customer Lifetime Value

- Customers who purchase in **larger quantities per transaction** tend to have a **higher lifetime spend** and lower churn rates. Encouraging bulk purchases through **bundle deals and discounts** could increase profitability.