

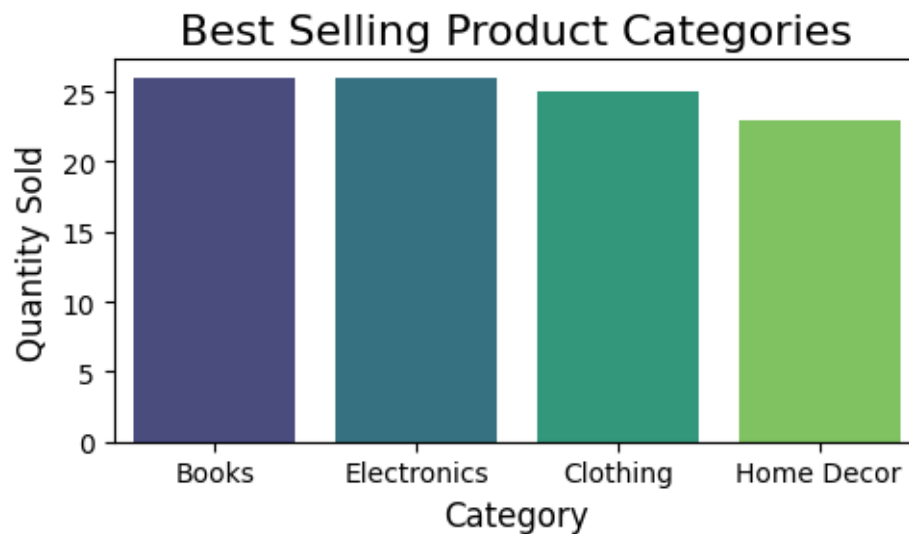
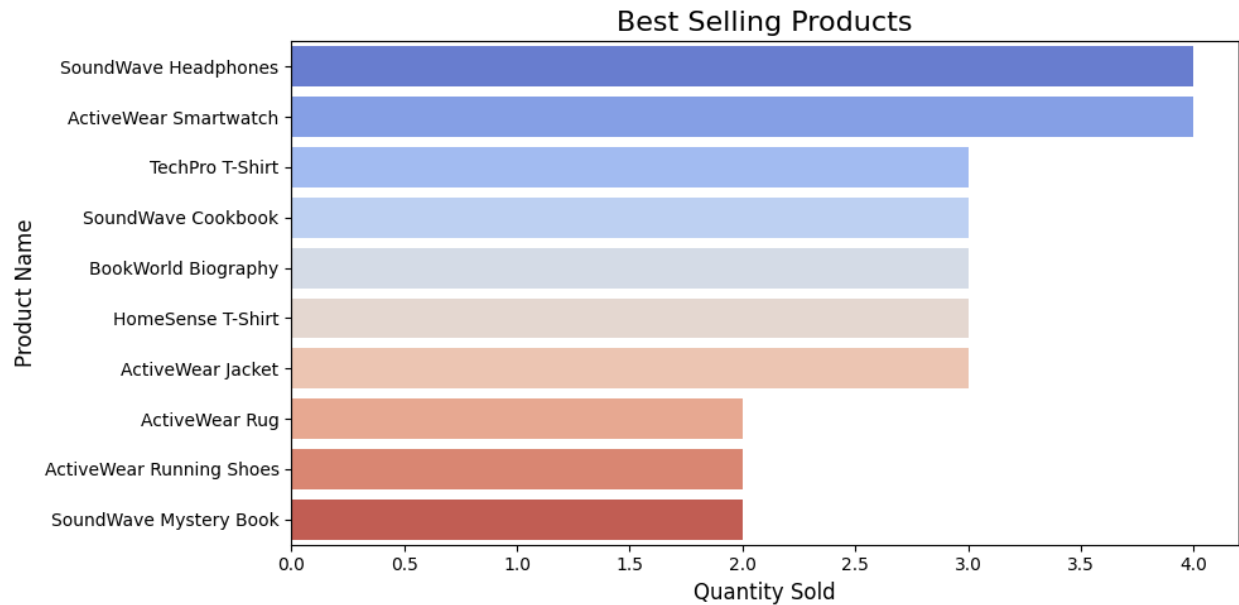
BUISNESS INSIGHTS



2022 - 2024

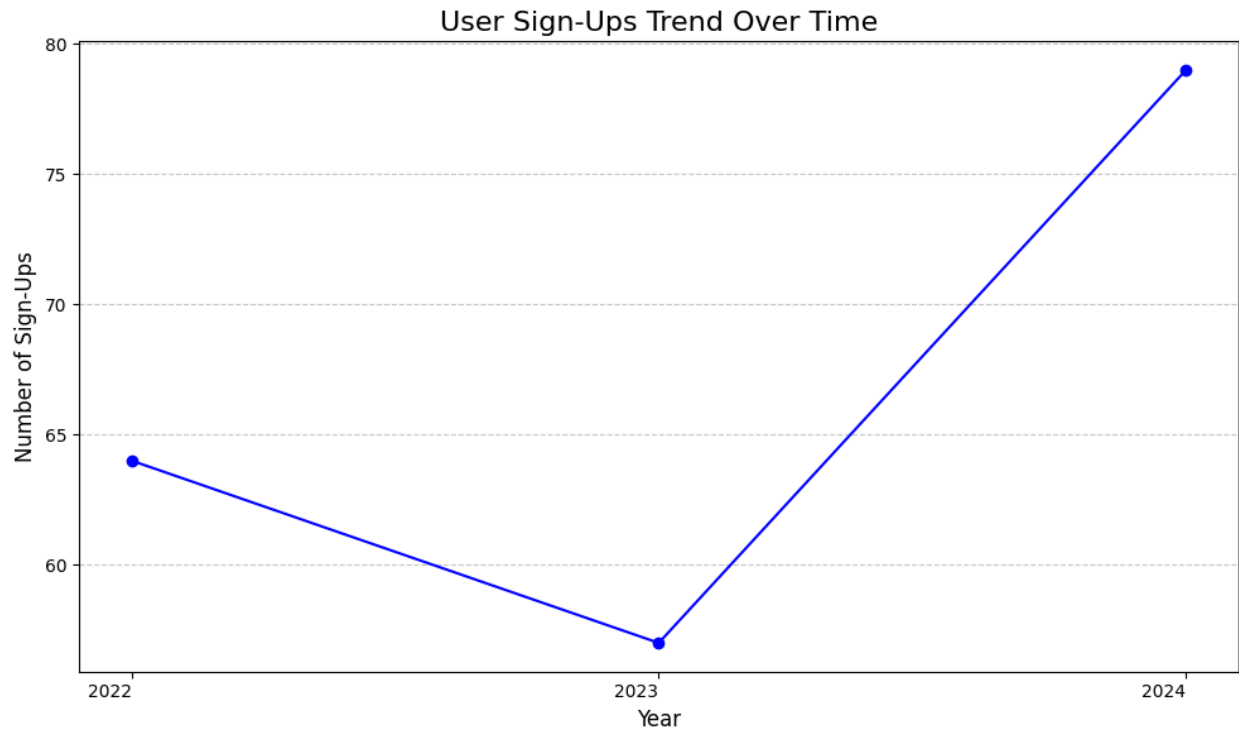
-BY ILAKKIYAN J

Insight-I : Best selling product and product category by quantity sold



The company should focus on specific products and product categories to increase income. For example, the **SoundWave Headphones** and **ActiveWear SmartWatch** are performing better in sales compared to other products. Additionally, the company should consider forming a partnership with the manufacturers of headphones and smartwatches, as these products are selling at a higher rate than others, including competing brands. Furthermore, the company can attract more retailers from the **Books** and **Electronics** categories, as the analysis shows that users are more inclined to purchase products from these categories compared to others.

Insight-II: User Signups Over the Years



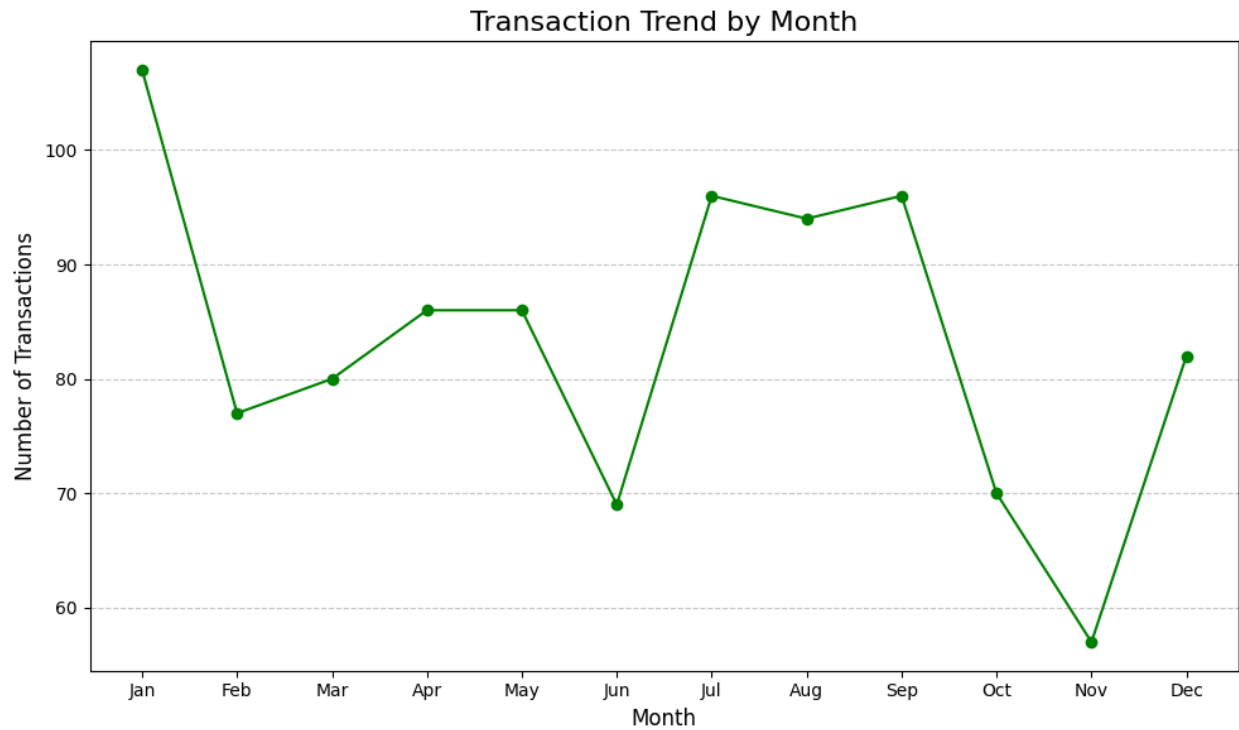
The trend chart of sign-ups over the years shows that 2024 had the highest sign-ups, indicating a positive growth trend. This suggests that the current ad campaign and advertising techniques are significantly contributing to the company's growth. It is recommended that the company further invest in their ad campaigns to continue increasing their customer base.

Insight-III: Highest spending customers

| | CustomerID | CustomerName | Total_Amount |
|---|------------|----------------------|--------------|
| 0 | C0141 | Paul Parsons | 10673.87 |
| 1 | C0054 | Bruce Rhodes | 8040.39 |
| 2 | C0065 | Gerald Hines | 7663.70 |
| 3 | C0156 | William Adams | 7634.45 |
| 4 | C0082 | Aimee Taylor | 7572.91 |
| 5 | C0188 | Anna Ball | 7111.32 |
| 6 | C0059 | Mrs. Kimberly Wright | 7073.28 |
| 7 | C0028 | Jennifer Pena | 6819.57 |
| 8 | C0099 | Rodney Eaton | 6715.72 |
| 9 | C0165 | Juan Mcdaniel | 6708.10 |

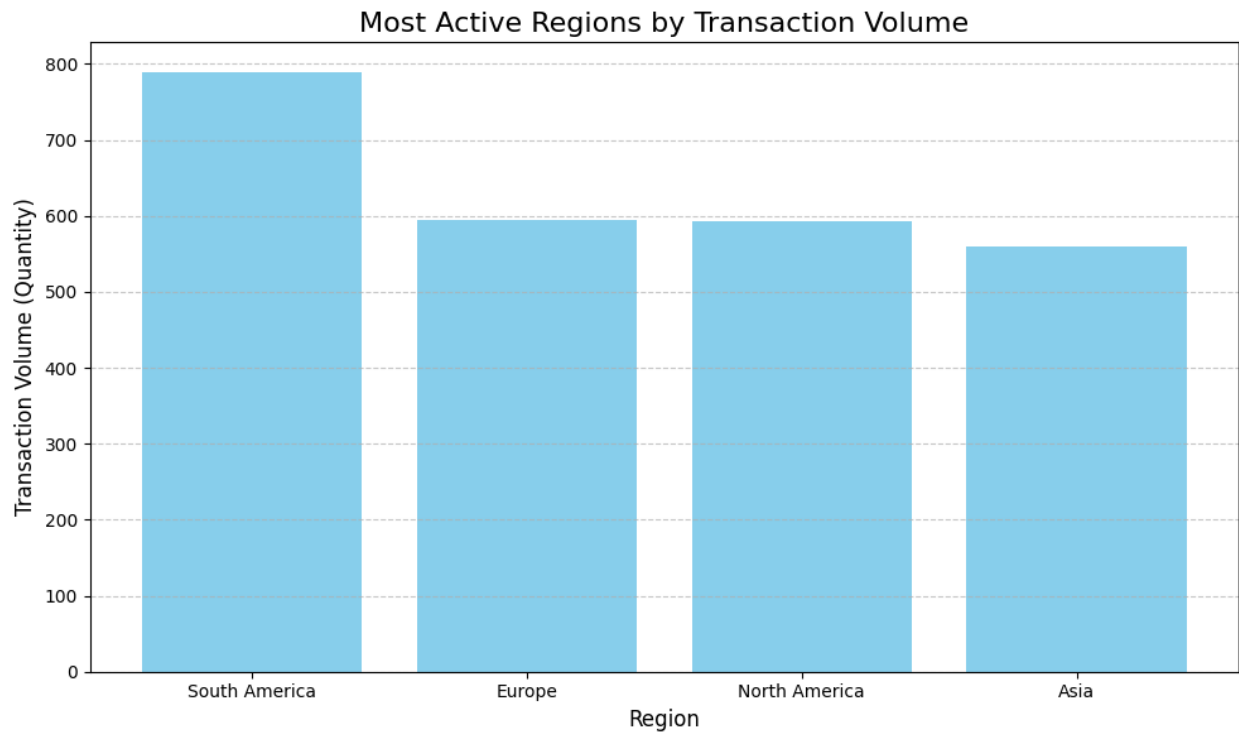
To increase the reach of the e-commerce platform, the company could identify their top 5 customers each month and reward them with vouchers or gifts. This strategy could lead to an increase in sales and customer loyalty. Based on the data insights, the average spending difference between customers is approximately 77. By encouraging these top customers to spend more in exchange for rewards, the company could drive additional income.

Insight-IV: Monthly trends in transactions



From the monthly trend chart, if a trend line is drawn marking the number of transactions at 80, the months of February, October, and November show transaction numbers below this threshold. The company should consider adopting targeted strategies during these months to boost transaction volumes and improve overall performance. One potential approach could be launching seasonal promotions or limited-time offers during these months to incentivize customers and drive more transactions.

Insight-V: Most active regions in terms of transaction volume



The company can categorize countries into tiers for more targeted ad campaigns: Tier-1 (South America), Tier-2 (Europe and North America), and Tier-3 (Asia). Focusing ad campaigns on these tiers will help the company allocate resources effectively. Since Asia has a lower transaction volume compared to other regions, increasing the ad campaign presence in this tier could significantly boost both income and reach.