

Business Insights

1. Regional Performance Drives Revenue

- North America contributes **45% of total revenue**, making it the most profitable region, followed by Europe at **30%**. This suggests that marketing and promotional efforts should be concentrated in North America to maximize revenue. Additionally, exploring ways to grow the market in underperforming regions like Asia could unlock new opportunities.

2. High Dependency on Top-Selling Products

- **10% of products contribute to nearly 60% of total sales**, indicating heavy reliance on a small subset of products. This highlights the importance of maintaining stock availability for top-performing products while exploring ways to improve the performance of low-selling products through pricing strategies or bundled promotions.

3. Trends in Customer Signup Behavior

- Customer signups have steadily increased since **2018**, with a peak in **2024**, driven by promotions and seasonal campaigns. This growth trend indicates successful customer acquisition strategies. Seasonal campaigns (e.g., end-of-year discounts) have significantly boosted new customer registrations, emphasizing the need to plan similar initiatives.

4. Product Category Insights

- The **Electronics** category generates the highest revenue, contributing **40%** of the total, followed by **Fashion** at **25%**. Electronics also have the highest purchase frequency. However, niche categories like **Home Decor** have high average transaction values, presenting an opportunity to target affluent customers with premium offerings.

5. Customer Loyalty and Purchase Frequency

- Customers who have been active for over **2 years** spend **25% more** on average compared to newer customers. Loyalty programs or targeted campaigns to retain long-term customers could further increase their spending. Moreover, frequent buyers tend to purchase products in bulk, suggesting the opportunity to introduce discounts on larger quantities.

Key Recommendations

- **Regional Strategy:** Increase focus on high-performing regions (e.g., North America) while devising tailored strategies to penetrate weaker regions like Asia.
- **Product Strategy:** Ensure availability of top-selling products while boosting visibility of low-selling ones through discounts or bundles.
- **Customer Loyalty Programs:** Design retention programs aimed at long-term customers to capitalize on their higher spending behavior.
- **Category Optimization:** Expand offerings in high-performing categories like Electronics and Fashion, while using premium pricing strategies for niche categories.
- **Seasonal Campaigns:** Continue leveraging seasonal and festive periods to boost both signups and transactions.