

## **5 Business Insights**

### **Focus on South America**

- South America has the highest number of customers, making it a key market for the business. Prioritize marketing efforts, promotions, and localized campaigns in this region to leverage its strong engagement and boost overall sales.

### **Books Category Dominates**

- The Books category has the highest number of products and a significant contribution to sales. Expanding this category with new titles, discounts, and seasonal campaigns can further strengthen its market position.

### **High-Value Customers Drive Revenue**

- Although most transactions are under \$1000, a few high-value customers significantly boost revenue. Introduce loyalty programs or exclusive offers to retain these customers and encourage repeat purchases.

### **Electronics and Home Decor Revenue Potential**

- Electronics and Home Decor categories, though smaller in size, contribute substantially to revenue. Strengthen marketing for these categories and expand product offerings to capitalize on their profitability.

### **Growth in Signups and Transactions**

- Customer signups and transaction volumes show steady growth over time. Use demand forecasting models to anticipate future needs and ensure adequate inventory and staffing to maintain growth momentum.