

- 1. The region where the customer's demand is maximum is South America followed by Europe, North America and Asia**

Business Insight:

Invest in region-specific marketing campaigns to maintain and grow the market share in South America. Expand the product portfolio to include items that resonate with the local preferences and culture.

Analyze the purchasing behaviour of customers in Europe and North America to understand the differences in preferences.

- 2. The product sold the most is: ActiveWear Smartwatch with 100 units sold.**

Business Insight:

Ensure consistent availability by maintaining adequate inventory to avoid stockouts.

Bundle it with related products (e.g., fitness apps, accessories) to increase the average transaction value.

- 3. Using the shopping frequency of top customers, we can provide them with personalized emailers or recommendation discounts to maintain them as the customer and grow more**
- 4. Avg difference between the signup date and transaction date is observed least in North America, followed by Europe, Asia and South America.**
Though South America has highest number of customers they are taking more time in deciding and customers in North America engage and transact soon after signing up, indicating a high level of readiness or motivation to use the services.
- 5. Months like New year – Jan 2024, July 24 (Summer Vacation) , sept 24 have highest sales so seasonal trends can be seen. Also the growth from Dec 23 to Dec 24 has increased.**