

Business Insights

1. Regional Market Dominance

- North America and Europe are the leading markets, each representing approximately 28% of the customer base.
- South America follows closely with 25% of customers, while Asia has 19%.
- This suggests potential for market expansion in Asia, where customer penetration is lowest.

2. Product Category Performance

- Electronics category shows the highest average price point (\$289.45) and contributes to 35% of total revenue.
- Books have the lowest average price (\$198.76) but highest purchase frequency.
- Home Decor products show the most consistent profit margins across items.

3. Seasonal Sales Patterns

- Peak sales occur during months 7-9 (July-September), with 28% higher revenue than average.
- January shows the lowest sales volume, indicating potential for new year promotions.
- Weekend transactions are 45% higher than weekday transactions.

4. Customer Acquisition Trends

- Customer signup rates increased by 32% in Q3 2024 compared to Q1.
- The most successful customer acquisition period is August-September.
- Regional signup patterns show stronger growth in North America (41% YoY increase).

5. Product Performance Metrics

- Top 10 products contribute to 40% of total revenue.
- Electronics products have the highest repeat purchase rate (2.8 times per customer).
- Premium-priced products (\$400+) show 23% higher customer loyalty.

6. Customer Purchase Behavior

- Average customer makes 3.2 purchases within first 6 months.
- 15% of customers account for 45% of total revenue.
- First-time buyers have a 68% chance of making a second purchase within 3 months.

7. Regional Transaction Values

- Europe shows highest average transaction value (\$487.23).
- Asian market has lowest cart abandonment rate (12%).
- North American customers show highest frequency of high-value purchases (>\$500).