

INSIGHTS

- 1) Despite purchasing each item for similar amounts Europeans contribute a smaller share of the overall funds compared to South America's total contributions. A lower frequency of European customers makes their purchasing volume smaller. Introducing Veblen goods strategies for this region shows promise to boost total revenue due to the increased potential for higher buying power.
- 2) The company achieves consistent customer loyalty throughout Asia along with Europe and North America which sustains steady sales each year with no seasonal fluctuations. The firm could establish loyalty programs to sustain customer retention among these regional markets.
- 3) Monthly revenue metrics show Clothing dominates sales figures though off-season fluctuations cause unpredictable drops in some target regions. Strategically priced seasonal discounts would smooth revenue fluctuations while sustaining continuous sales flow.
- 4) Home décor products demonstrate reliable sales stability throughout various regions. Through discounting strategies with seasonal promotions and clearance sales the company could maximize stable demand levels and increase revenue.
- 5) South American revenue achieved its lowest point in March because clothing and book sales experienced substantial degradation. The company needs to develop specific strategies for revitalizing the sales performance of these categories by implementing localized marketing campaigns and coupon promotions.
- 6) Data from the European region shows clothing revenue reached its greatest point in January yet declined to a new minimum figure during February. Seasonal market trends seem responsible for this drop in business. The implementation of discounted prices at both the first and last parts of seasonal periods would create smoother customer demand curves and potentially bring in new clientele.
- 7) Electronics stands as North America's most lucrative category for the company in terms of revenue generation. South America generates the most electronics revenue although North America holds the title for maximum clothing profits during February. The usage statistics indicate South America presents the company with an exclusive chance to optimize their marketing tactics to capitalize on the growing local electronics industry.