

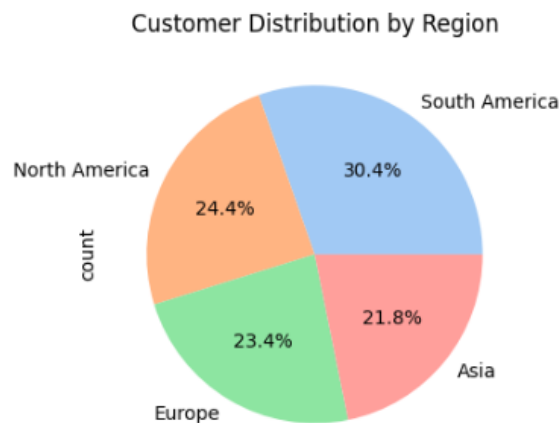
Overview:

Outlined in this piece is an evaluation of core corporate metrics derived from customer data, including regional dispersion, top spenders, payment habits, sales by category, and revenue trends.

1. Customer Distribution by Region

South America has the largest customer base (30.4%), followed by North America (24.4%), Europe (23.4%), and Asia (21.8%).

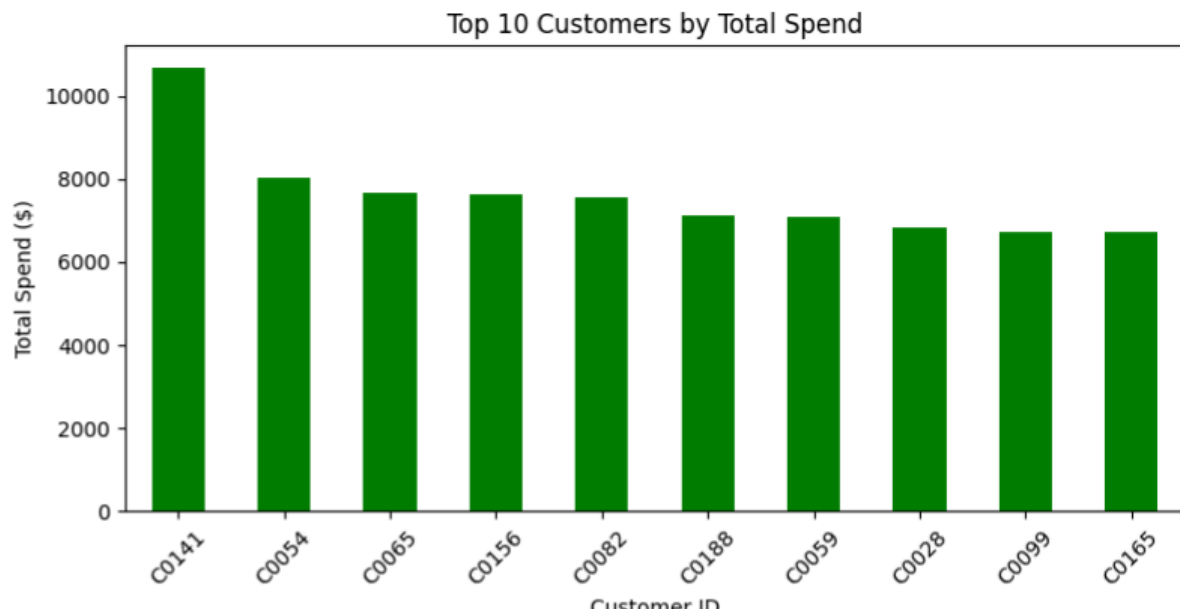
- **Business Impact:** South America is your largest customer region. Consider targeted marketing campaigns or product localization to enhance engagement in this region.
- **Reason:** This insight is critical for regional strategy planning. The proportionate customer distribution indicates potential for untapped growth in Asia and Europe.



2. Top 10 Customers by Total Spend

The top total spender is customer C0141, with a spend of \$10,000 approximately, but customers C0054, C0065, and others are in hot pursuit.

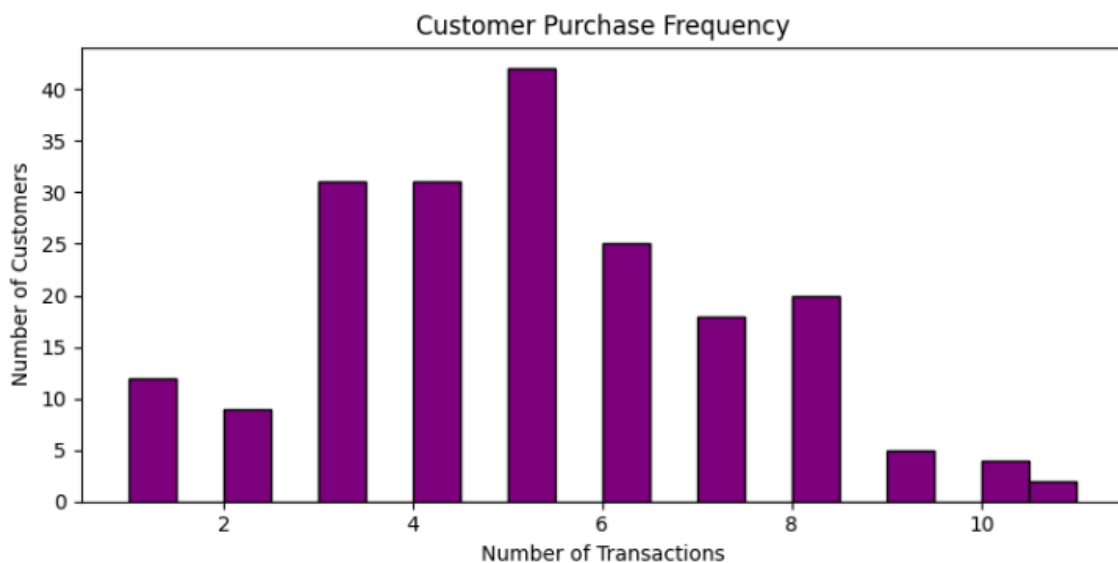
- **Business Impact:** Install programs that prioritize the well-being of the mid-to-high value clients through a range of programs aiming to tap the facial recognition of the top customers, keeping them close.
- **Reason:** Keeping high-spending customers involves more sales. These customers are also positive for the company. These customers are likely advocates for the brand.



3. Customer Purchase Frequency

The majority of customers fall within the 3–5 transactions range, with a noticeable drop beyond 6 purchases.

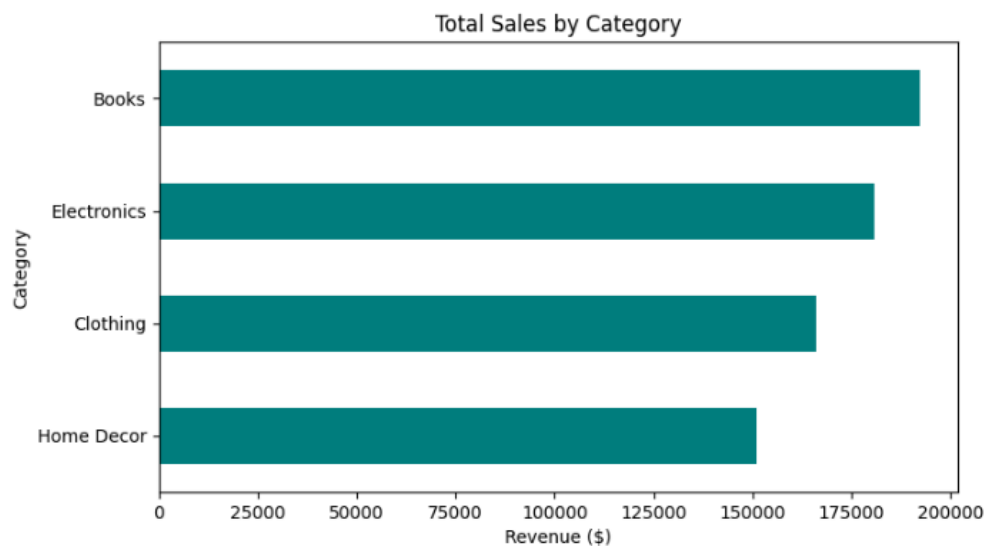
- **Business Impact:** Focus on strategies to increase the purchase frequency of mid-range customers (1–3 transactions). Upselling and cross-selling techniques can move them into higher transaction ranges.
- **Reason:** Increasing purchase frequency in this segment boosts revenue without acquiring new customers.



4. Total Sales by Category

Excluding books that lead, home decoration contributes least to revenue.

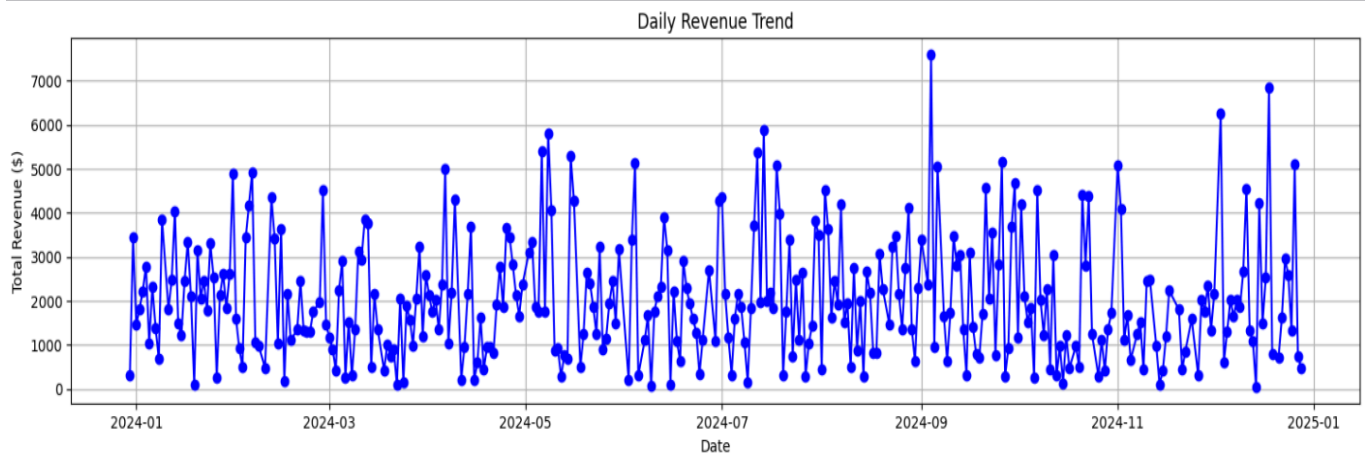
- **Business Impact:** One or the other issue must be occurring to hamper cash flow to Home Decor, like poor stock, low demand, or poor marketing activity. These can be fixed to prevent leakage out and improve the revenue side.
- **Reason:** By increasing them, the sales of slow-moving categories can play down on high performer's dependency, thereby hedging the risk associated with the same.



5. Daily Revenue Trend

Significant revenue fluctuations are observed, with peaks in Q3 and Q4.

- **Business Impact:** Align marketing campaigns and promotions with these peak periods such as winters (Q3 and Q4). Additionally, analyze causes for revenue dips in other months to stabilize performance.
- **Reason:** Understanding revenue trends helps in resource planning, inventory management, and marketing. The most speculated reason for the peaks can be the Festive season in many countries in Asia and Europe and Winters approaching most parts of the targeted continents, resulting in a change of quantity of demand.



6. Transactions by Hour of Day

Peak transactions occur around 2 PM and 3 AM, with a consistent drop during early hours (9 AM – 1 PM).

- **Business Impact:** Optimize customer service and promotional activities during peak transaction hours to maximize engagement.
- **Reason:** A speculation can be made such as most salaried people take breaks during the 2 PM time slot (Assuming IST zone) and 3 AM IST aligns to about lunch time for both the American continents. Aligning operational focus with customer behavior patterns improves conversion rates and customer satisfaction.

