

Business Insights Report

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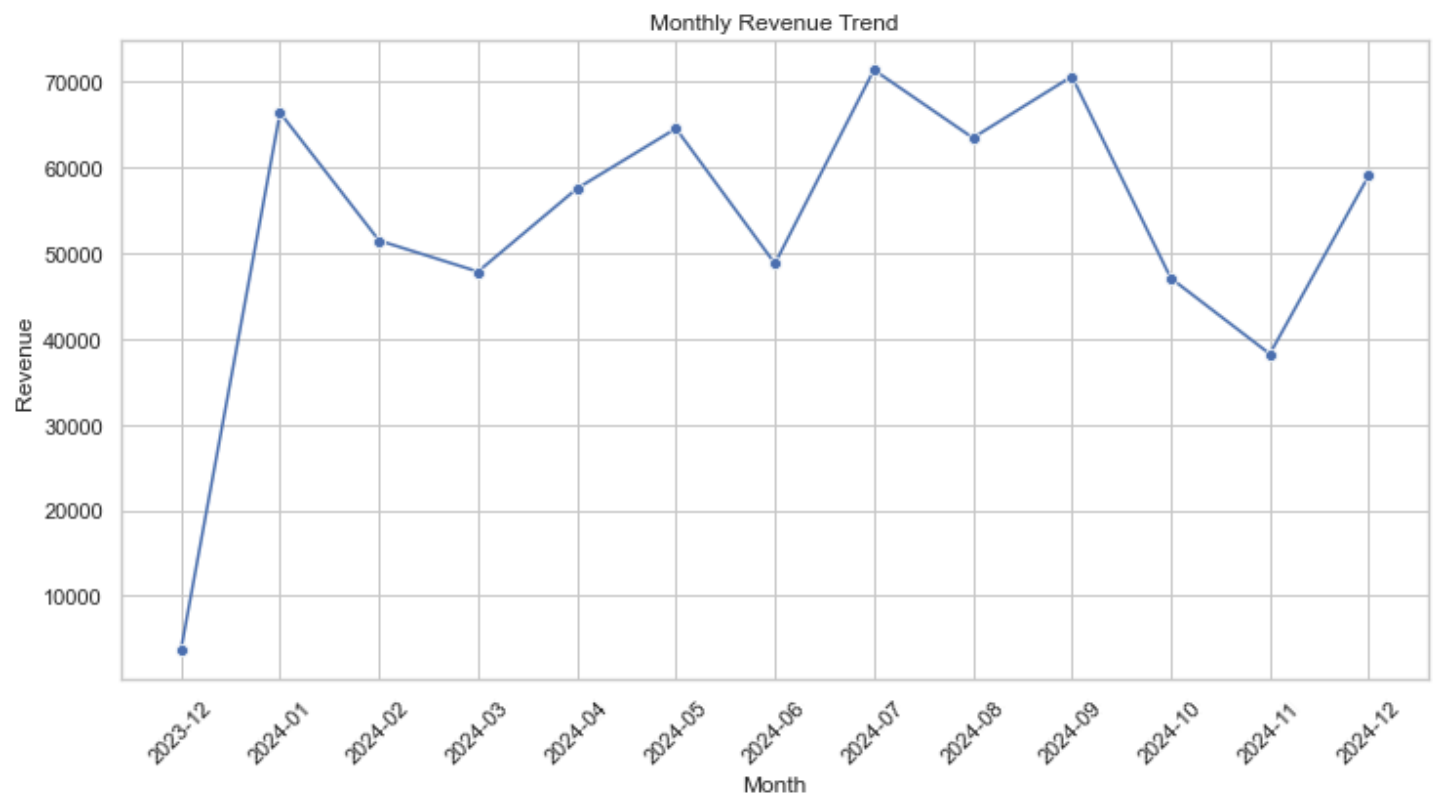
1. Executive Summary

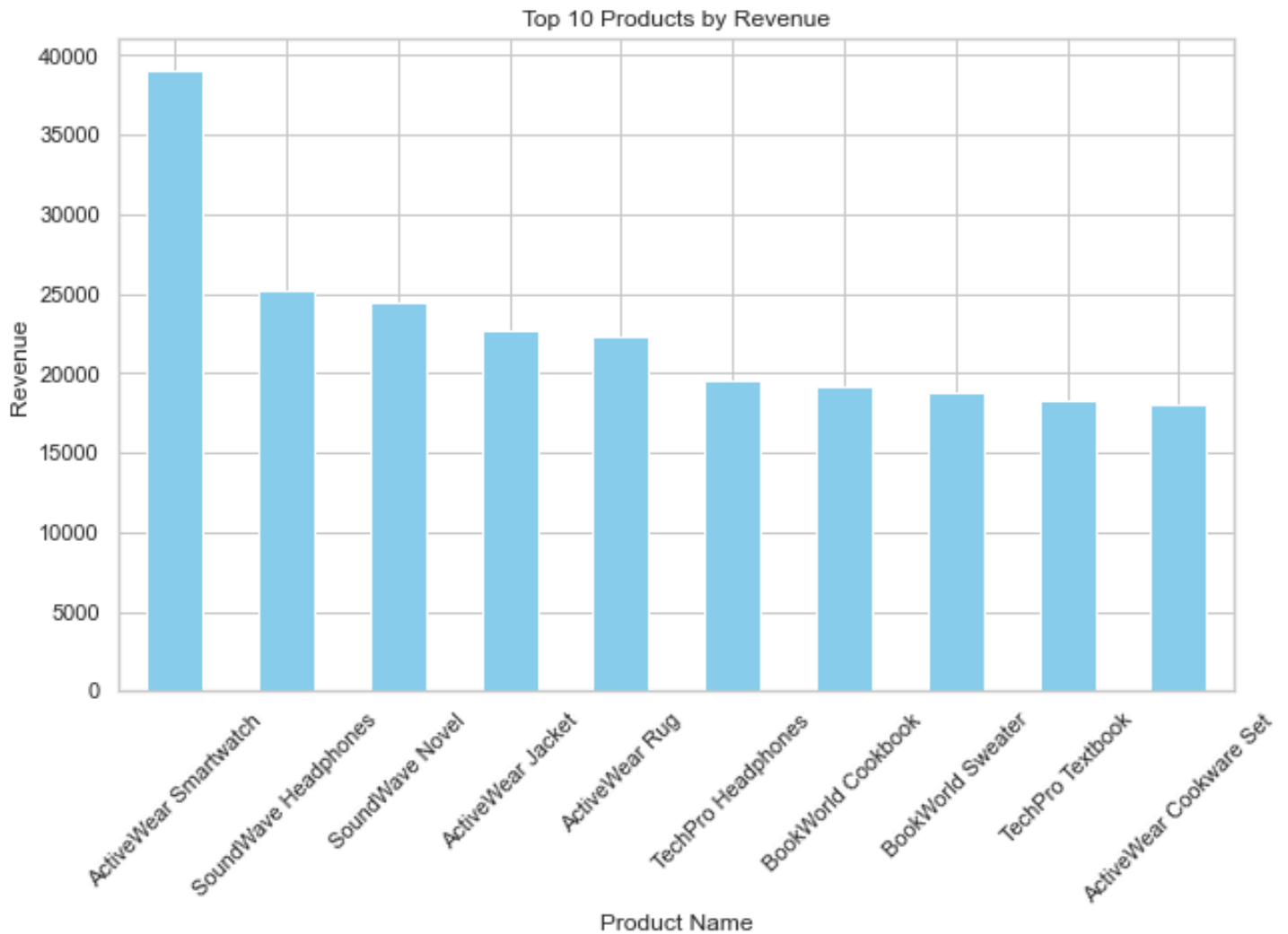
This report presents key business insights derived from customer, transaction, and product data analysis. The objective is to identify trends in revenue, customer behavior, and product performance, helping stakeholders make data-driven decisions.

2. Key Findings

2.1 Revenue and Sales Trends

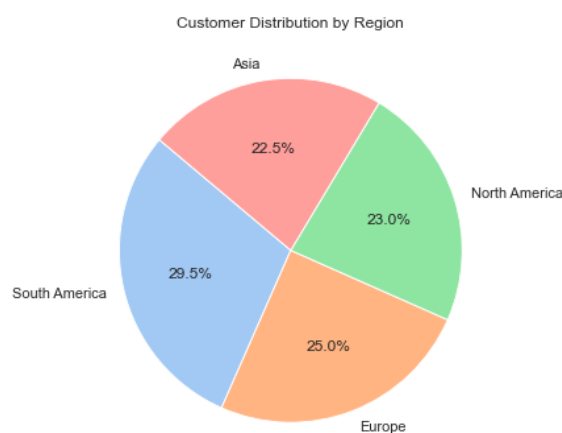
- Monthly revenue analysis shows a peak in sales during **July and September**, indicating seasonal trends.
- The total revenue generated over the analyzed period is **\$689,995.56**
- The **top 10 best-selling products** contribute to **33.00%** of total revenue, highlighting their significance in the product portfolio.



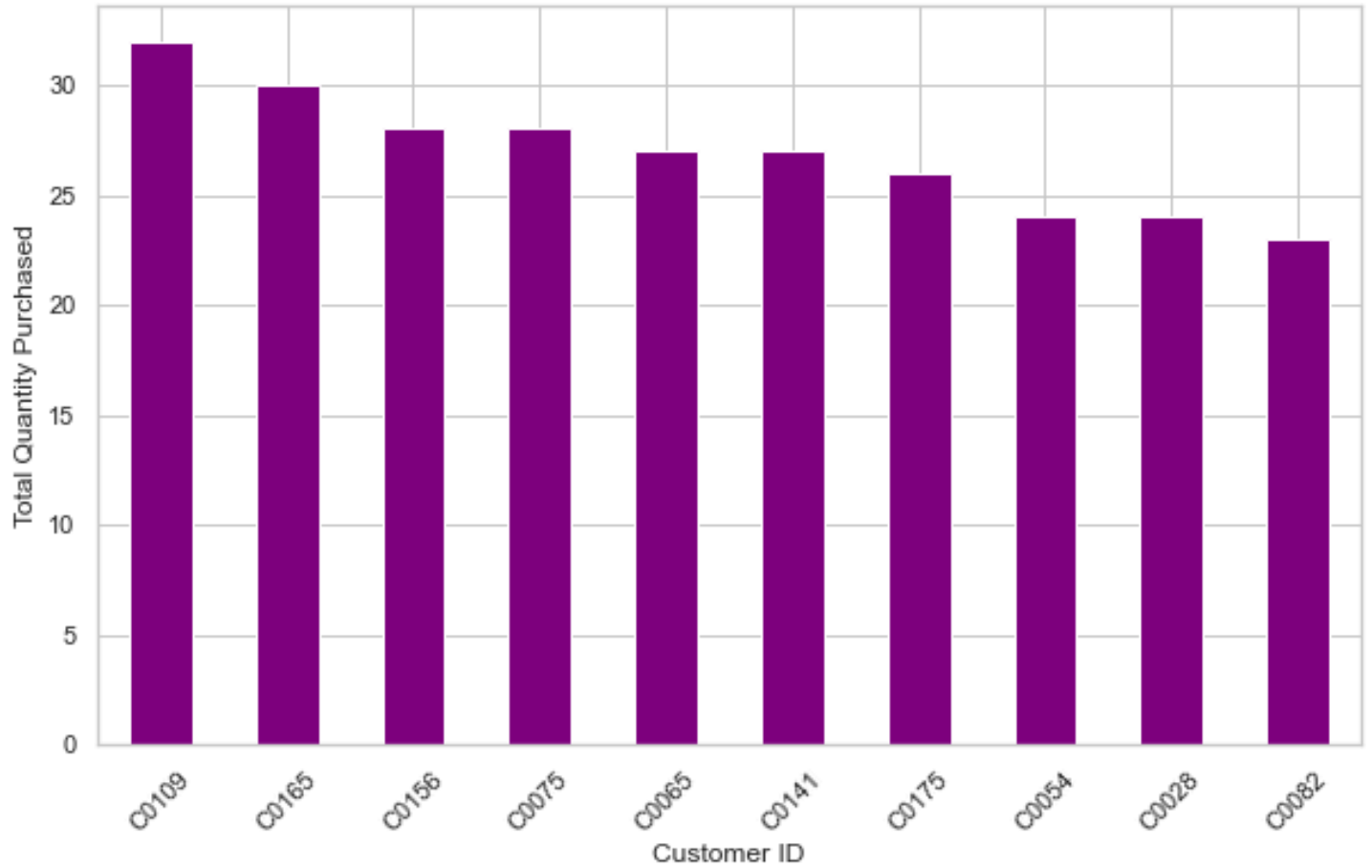


2.2 Customer Insights

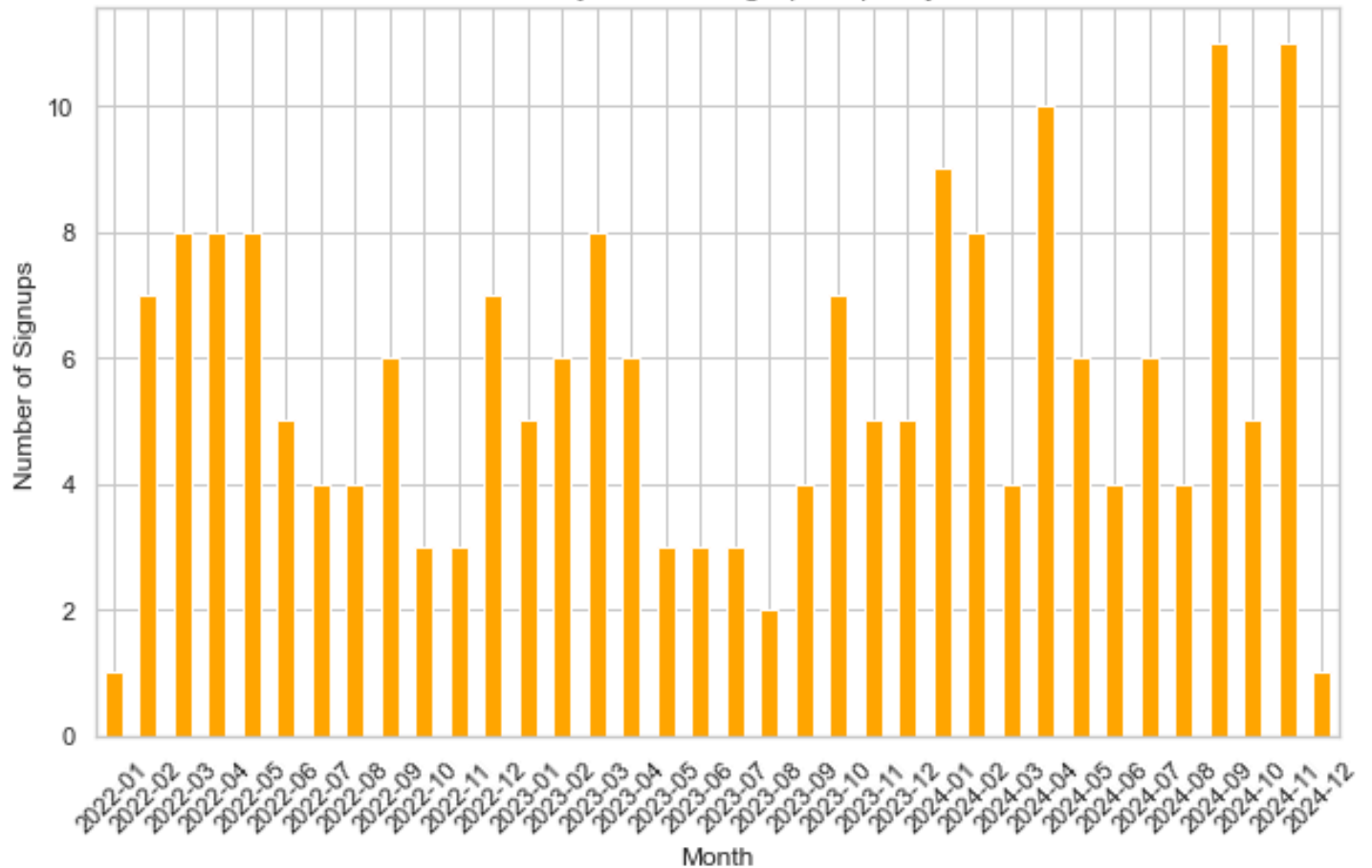
- The **majority of customers** are from South Africa(29.5%), contributing **31.79%** of total sales.
- The **top 10 customers** alone account for **11.02%** of total purchases, emphasizing the need for premium customer retention strategies.
- The highest customer signup rates were observed in September 2024 and Nov 2024, suggesting a successful marketing campaign during that period.



Top 10 Customers by Quantity Purchased

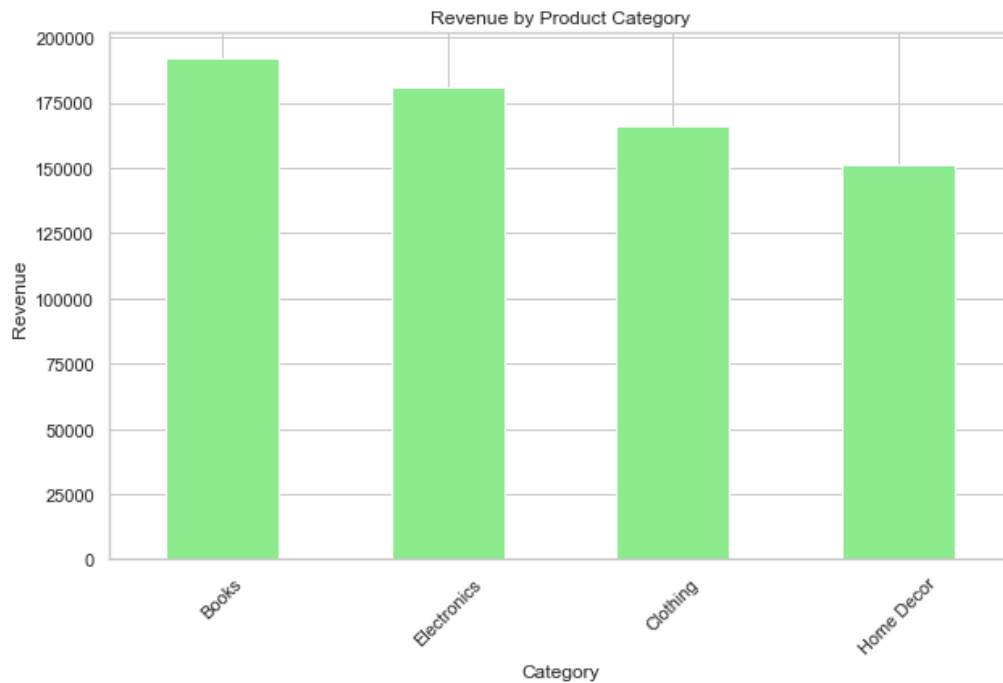


Monthly Customer Signup Frequency

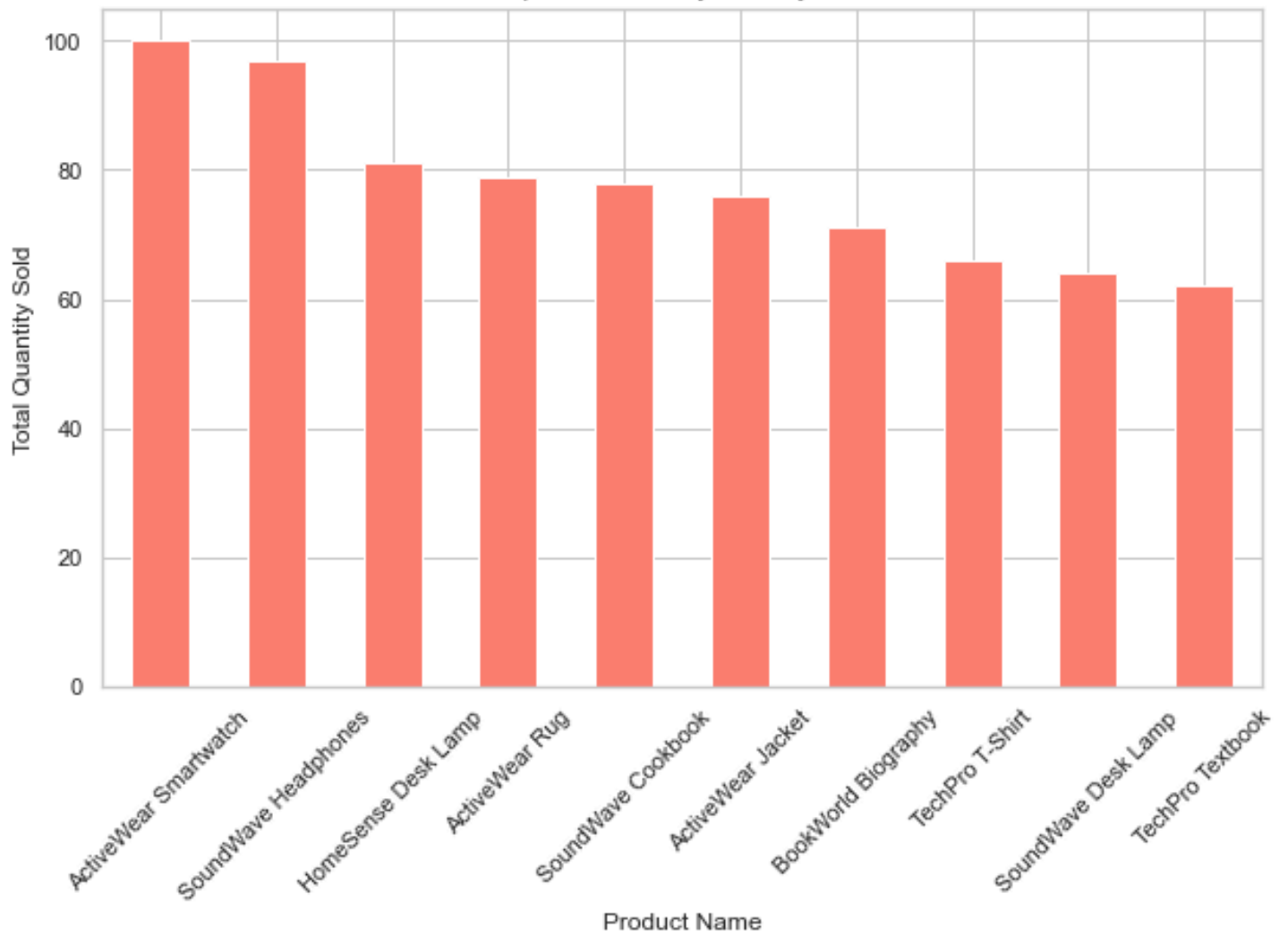


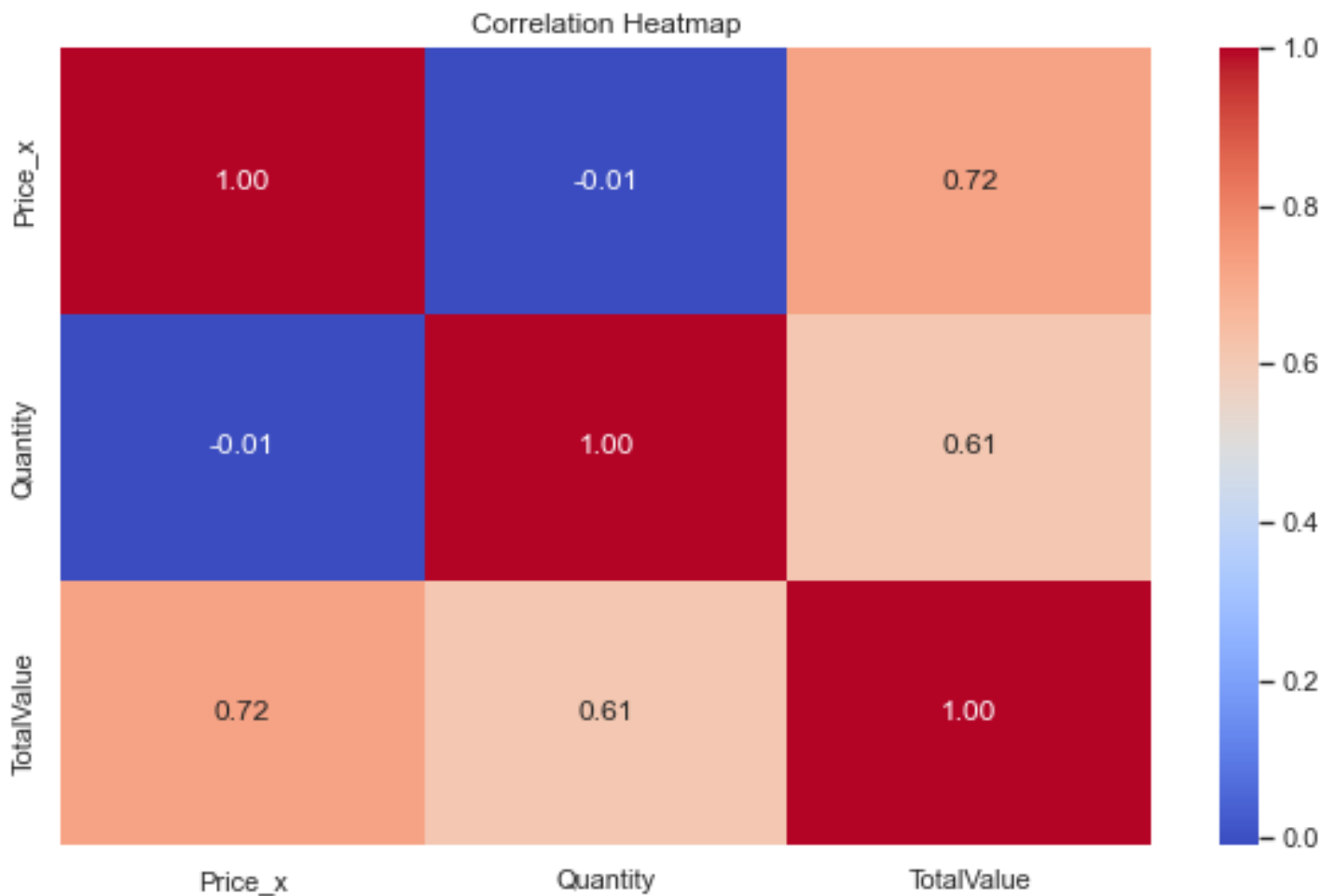
2.3 Product & Category Performance

- The most popular **product category** is **Books**, making up **26.84%** of total sales.
- The **best-selling product** is the **ActiveWear Smartwatch**, with **100 units sold** and a total revenue of **\$39,096.97**
- A strong correlation (**72%**) is observed between product price and total transaction value, indicating that higher-priced products contribute significantly to revenue.



Top 10 Products by Quantity Sold





3. Recommendations

- ✅ **Leverage Seasonal Trends:** Increase marketing efforts during peak months to maximize revenue.
- ✅ **Optimize High-Performing Products:** Focus on promoting and stocking best-selling products to maintain sales momentum.
- ✅ **Customer Retention Strategies:** Implement loyalty programs for top buyers to encourage repeat purchases.
- ✅ **Category Expansion:** Expand product offerings in the best-selling categories to increase revenue streams.
- ✅ **Regional Targeting:** Strengthen marketing efforts in high-revenue-generating regions.

4. Conclusion

The analysis provides valuable insights into customer behavior, revenue trends, and product performance. By implementing the suggested strategies, the business can enhance profitability, customer engagement, and long-term growth.

