

Business Insights

1. Customer Distribution:

- Most customers belong to the *South American* region, highlighting the need for targeted marketing strategies.
- The count of customers is almost similar in *Asia*, and *North America* so approaches taken could be similarly plotted for both regions.
- The least customers belong to *Asia* so improvements are needed to satisfy the customers or bring forth visibility to them.

2. Best-Selling Products:

- The top-selling products include *ActiveWear Smartwatch* and *SoundWave Headphones*, suggesting a focus on inventory restocking and marketing these items.
- The presence of multiple *TechPro* branded items suggests brand loyalty and customer preference, indicating a potential sign to expand the TechPro product line.
- Based on sales of items like *HomeSense Desk Lamp* and *ActiveWear Rug*, promotional campaigns focusing on home office setups could drive further sales.

3. Revenue Trends:

- There was a significant spike in revenue in *January*, likely due to post-holiday sales or marketing campaigns. This indicates a potential pattern of high spending at the start of the year. Additionally, after a decline in *October and November*, revenue shows a recovery in *December*. This suggests a possible correlation with year-end holiday shopping
- There are fluctuations across months, with peaks in *May, July, and September* which might indicate seasonal demands that will help in optimizing future sales strategies.
- Implementing targeted upselling can help smoothen revenue dips because, despite fluctuations, the revenue levels appear relatively stable throughout the year.

4. Purchase Patterns:

- The most common purchase frequency is around *4 to 5 purchases*, representing the core customer base.
- A significant number of customers fall within the *3 to 6 purchase* range, indicating consistent purchasing habits.
- There's a steep decline in customer count beyond *7 purchases*, highlighting reduced engagement or retention.

5. Business Opportunities:

- Low-frequency customers (1–2 purchases) present an opportunity for targeted marketing or feedback collection to boost loyalty.
- Incentives or loyalty programs could help retain customers and encourage repeat purchases beyond the 6-purchase mark.
- Moving 1–2 purchase customers into the 3–5 range could significantly drive revenue growth and strengthen the customer base.