

BUSINESS INSIGHTS:

1. Customer Distribution by Region:

The customers are spread across 4 major regions: South America (59 customers), Europe (50 customers), North America (46 customers), and Asia (45 customers). South America holds the largest share, comprising 29.5% of the total customer base, while Asia has the smallest share with 22.5%.

2. Customer Acquisition Trends:

The sign-up trend shows a steady increase in customer acquisition. In 2022, there were 64 signups, while in 2023, the number dropped slightly to 57 signups. However, the trend picked up again in 2024 with 79 signups, indicating a positive growth and potential for future expansion. This decline in 2023 could be attributed to market conditions or seasonality in customer acquisition efforts.

3. Active Customers:

The dataset reveals that 199 out of 200 customers are active, accounting for 99.5% of the customer base. This reflects high customer engagement and suggests that most of the acquired customers continue to make transactions and remain loyal to the platform.

4. Top Customer by Lifetime Value (CLV):

The customer C0141 stands out as the top contributor to the business in terms of Customer Lifetime Value (CLV), showcasing significant purchasing power. This customer has contributed a substantial amount to revenue, highlighting the importance of nurturing high-value customers for long-term business success.

5. Product Distribution Across Categories:

The product distribution shows that Books, Electronics, and Clothing categories are highly represented with 26 products each, while Home Decor has the least representation, with only 23 products. This discrepancy suggests that the platform might want to focus on expanding the Home Decor category to meet potential demand and diversify the product offerings.

6. Price Distribution and Ranges:

Product prices range from \$16.08 to \$497.76, with a mean price of \$267.55. The majority of products fall within the \$147 to \$397 price range. This pricing structure appeals to a wide customer base, including those looking for affordable options as well as premium buyers.

7. Best-Selling Products by Revenue:

The top-selling products by revenue are TechPro Headphone, ActiveWear Rug, and TechPro Cookbook. These products have generated the highest total sales value, indicating a strong market

preference for tech and activewear products. These items are highly recommended for future marketing and inventory focus.

8. Transaction Insights:

The platform's transactions span from 2023-12-30 to 2024-12-28, with total sales value reaching significant numbers. On average, customers spend \$300.68 per order, which indicates a strong purchasing capacity across customers. The monthly sales data shows consistent revenue, with peaks observed during the holiday season and promotional periods.

9. Regional Purchase Behavior:

South America leads in the volume of transactions and total sales value, suggesting that this region is more active in online shopping compared to other regions. European customers follow, while Asia lags behind in overall purchase behavior.

10. Monthly and Daily Order Insights:

January emerges as the peak month for orders with 107, while November is the least active with just 57. On a daily level, Tuesday stands out as the busiest day with 163 orders, while Friday sees the least activity with 125 orders. This pattern highlights potential opportunities to strategize marketing campaigns or discounts during slower months and less active days to boost sales.