

E-Commerce Business Performance Analysis

1. Regional Market Distribution & Opportunity

- South America leads with 59 customers, followed by Europe (50) and North America (46)
- Despite having fewer customers, North American transactions show higher average value
- This suggests potential for market expansion in North America while maintaining the strong South American base
- Consider region specific marketing strategies to capitalize on high value North American customers

2. Transaction Value Patterns

- Average transaction value is \$690.00
- Total revenue of \$689,995.56 from 1000 transactions
- Customer purchase frequency distribution shows varying buying patterns
- This indicates opportunity for targeted promotions to increase transaction frequency among lower frequency customers

3. Product Category Performance

- Books emerge as the most common product category
- Product portfolio consists of 100 products
- This suggests potential for:
 - a) Expanding successful book category offerings
 - b) Diversifying into complementary categories
 - c) Cross selling opportunities between categories

4. Customer Base Analysis

- 200 total customers across 4 regions
- Customer purchase frequency shows uneven distribution
- Indicates need for:
 - a) Customer retention strategies
 - b) Loyalty programs for frequent buyers

- c) Reactivation campaigns for low-frequency customers

5. Market Penetration Opportunities

- Clear regional concentration in South America
- Untapped potential in other regions
- Suggests:
 - a) Room for geographic expansion
 - b) Need for region-specific product offerings
 - c) Opportunity to replicate South American success in other markets