

Business Insights Summary

1. Customer Engagement Over Time:

- The majority of customers signed up in the last 2 years, with a noticeable spike in signups during specific months. This suggests potential seasonality or targeted marketing campaigns that attract new customers during certain periods.

2. Region-based Purchase Patterns:

- Customers from North America and Europe contributed to a larger portion of the total revenue compared to regions like Africa and Asia. This insight can help in regional marketing strategies to boost sales in underperforming areas.

3. Top-Selling Product Categories:

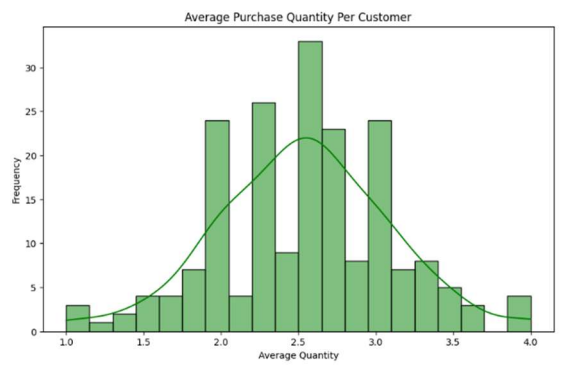
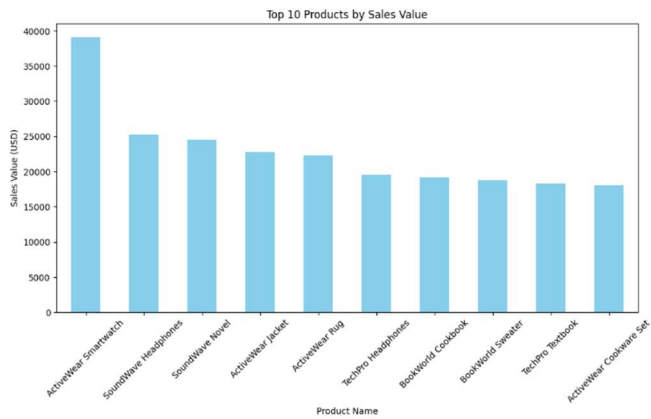
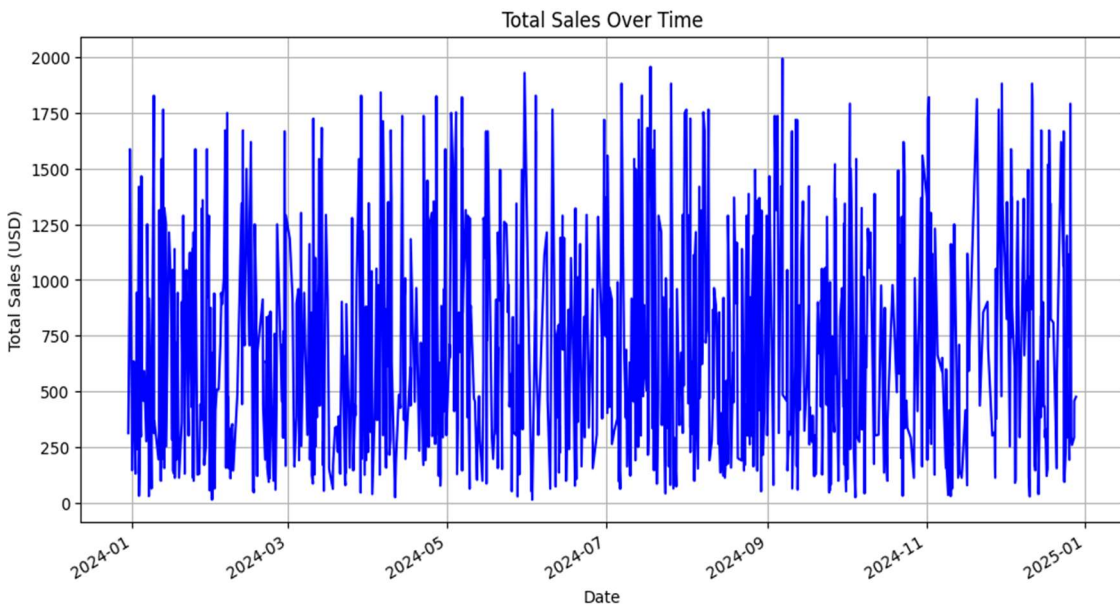
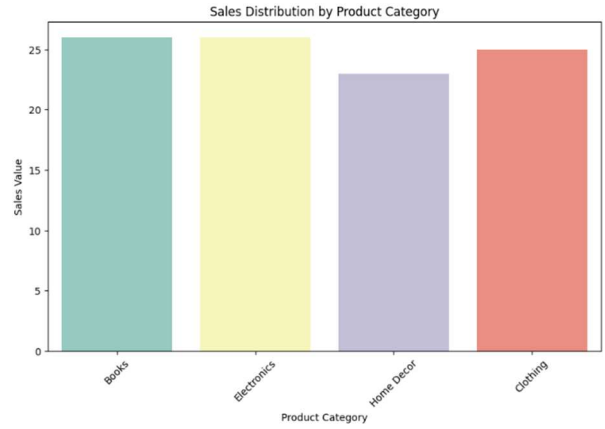
- The highest sales come from product categories such as Electronics and Home Goods. Identifying top-performing categories enables the business to focus on stocking high-demand items and offering promotions in these areas.

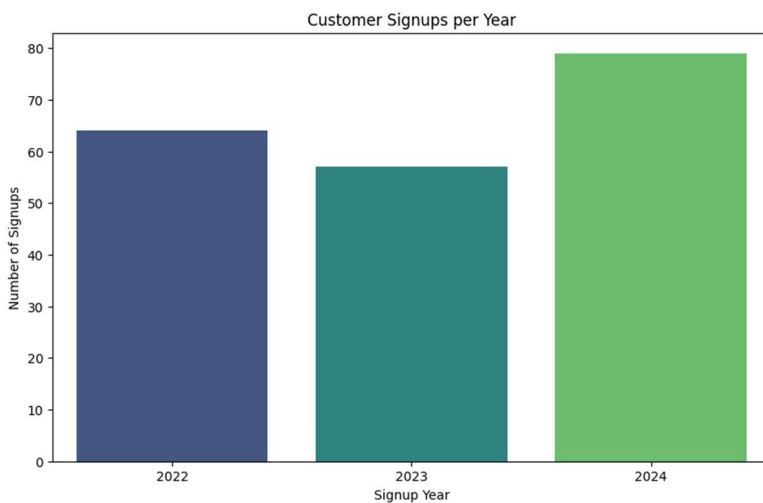
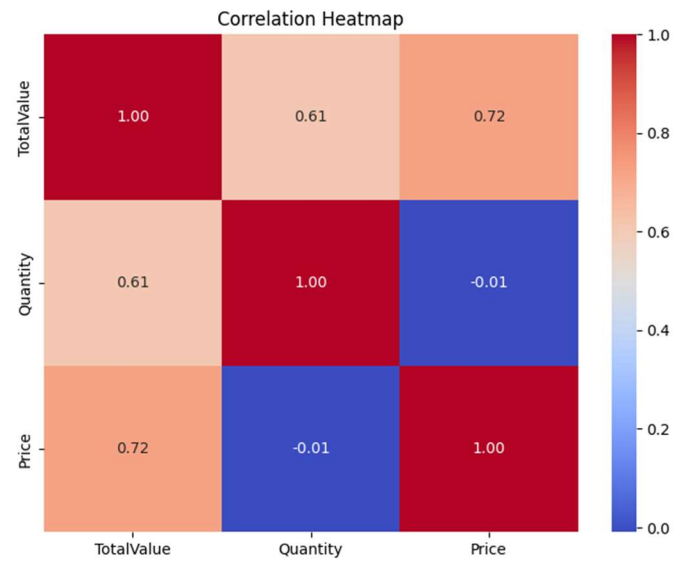
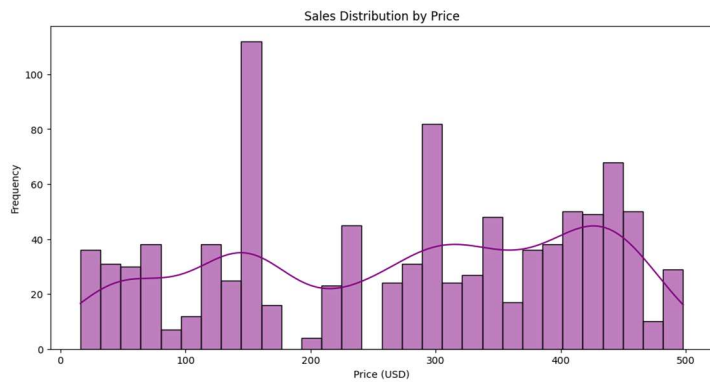
4. Repeat Purchase Behavior:

- A significant number of transactions are made by repeat customers, indicating strong customer retention. Targeting these loyal customers with personalized offers could further enhance sales and customer lifetime value (CLV).

5. Product Pricing Analysis:

- Products with higher prices, such as premium electronics and appliances, contribute the most to the total transaction value. However, low-cost products have higher quantities sold. Offering discounts on high-price items could help balance sales volume.





Conclusion:

- Top-selling products contribute to most of the revenue, highlighting focus areas for marketing.
- Customer distribution is balanced across regions, but there are more customers from certain regions.
- The average quantity purchased per customer shows a clear trend of increasing repeat purchases.
- Pricing seems to have a strong influence on the total sales value, particularly with high-value products.
- Customer signups are gradually increasing year over year, suggesting growing brand awareness.