

## 1. Best Selling Products

- The top 10 items are the most popular and most profitable, as they generate almost 70% of total sales.
- These items should be frequently marketed in order to enhance visibility and revenue further.
- Bundling these items or cross-promoting at discounted prices can maximize sales for these items.
- Inventory management must ensure that these items will always be in stock so as not to lose potential sales.
- Customer preferences for these products can even be used as a guideline to develop similar items.

## 2. Customer Distribution by Region

- South America is occupied by almost 60% of customers. This is to say that the platform has total domination in that region.
- Europe accounts for a high percentage, along with North America and Asia
- Promotion strategies or partnerships in the lesser percentage regions would increase market penetration.
- Product lines according to regional preference can help raise customer interest in low-representation areas.
- More shipping options and fewer logistical hurdles will attract more customers from the underserved regions.

## 3. Seasonal Trends in Transactions

- Sales peak in July and September, so the months have significant activity from the customers.
- This may be because of back-to-school or seasonal sales events. Strategically timing promotions, discounts, or product launches in these months can maximize revenue
- The marketing campaigns should focus on the products that meet the needs of the customers during this period.
- Ensuring adequate inventory in July and September is crucial to meet increased demand and avoid stockouts.

#### 4. Repurchase Frequency

- 94% are repeat customers that is an indicator that the customer should be retained as this is key for long-run revenues.
- 6% of customers will come in once which makes them huge retention opportunities
- loyalty program and personalized offers/discounts reactivation campaigns all drive repurchases.
- Repeat buyers normally will provide more in terms of lifetime value, and this is often more profitable on long-term revenue lines.
- Understanding what motivates repeat buyers can also help convert one-time buyers into loyal customers.

#### 5. Product Price and Purchase Behavior

- Products priced between 200 and 500 dominate transactions, showing the sweet spot for customer spending.
- Items priced higher or lower than this range see reduced demand, highlighting sensitivity to pricing.
- Expanding the product catalog within this price range can target a broader audience.
- Marketing campaigns will focus on offering value for money for products sold in this bracket to attract cost-sensitive buyers.
- Pricing policies for other products are adjusted to raise competitiveness without hurting profitability.