

BUSINESS INSIGHTS:

1. Time-Based Revenue Growth:

Revenue spikes during November and December, indicating successful seasonal promotions. Expanding promotions into other months could create more consistent revenue throughout the year, mitigating off-peak seasons and increasing overall revenue.

2. Customer Lifetime Value (CLV) by Region:

North America and Europe yield the highest customer lifetime value (CLV), making them key regions for retention strategies. Focusing marketing efforts and loyalty programs on these regions could enhance long-term profitability and brand loyalty.

3. Frequent Purchase Categories:

The Activewear category stands out for frequent customer purchases, demonstrating strong repeat business. Expanding this category with new products or exclusive deals could significantly increase revenue by catering to health-conscious and active buyers.

4. Discount Impact on Revenue:

Customers who made purchases during discount periods showed higher transaction values, indicating that discounts effectively boost spending. Introducing more frequent or targeted discounts across various months could increase customer engagement and drive higher sales volume.

5. Geographic Market Expansion Potential:

Although Asia represents a smaller percentage of total revenue, it has a rapidly growing customer base. Tailoring marketing campaigns and expanding product offerings specifically for this region could accelerate its growth, bringing it closer to leading regions like South America.