

Customer Insights Report

This report provides key business insights based on customer behavior, transaction data, and product preferences.

Top 5 Customers by Spend

CustomerID	Total Spend
C0141	10673.87
C0054	8040.39
C0065	7663.70
C0156	7634.45
C0082	7572.91

Most Popular Categories by Average Spend

Books	960.74
Electronics	903.92
Clothing	830.85
Home Decor	754.47
Region_South America	0.30
Region_Europe	0.25
Region_North America	0.23

CONCLUSION:

- 1) **Top spenders** are crucial to target for loyalty programs or personalized offers.
- 2) **Popular categories** like Books and Electronics can be emphasized in marketing campaigns.
- 3) **Customer similarity** analysis reveals lookalike customers that can be targeted for cross-selling opportunities.

Leveraging these insights will help optimize marketing efforts, enhance customer retention, and maximize revenue through tailored strategies.