

Insight 1: Most Transactions Are Small-Value Transactions

The majority of transactions have modest values, according to the distribution. A few high-value transactions add greatly to overall sales. This highlights the significance of upselling and targeting high-value clients.

Insight 2: Customer Retention Improves Over Time

Customers who joined up in previous years likely to make greater purchases over time. The amount of transactions per client is strongly associated with the time since sign-up. This shows that long-term clients are more loyal.

Insight 3: Certain Product Categories Drive Most Revenue

Product categories such as "Electronics" and "Fashion" generate significant sales income. Focussing on these profitable sectors and developing focused ads might dramatically increase total sales.

Insight 4: High Transaction Frequency is Linked to Customer Loyalty

Customers who make many purchases likely to spend more. A small group of clients that make repeated purchases accounts for the vast majority of sales. Loyalty programs can help identify and nurture high-frequency consumers, increasing client lifetime value.

Insight 5: Seasonal Trends Impact Sales

The number of customer sign-ups and transaction volume shows a clear peak during certain months. Identifying these seasonal trends allows for better inventory management, targeted marketing during peak seasons, and discounting strategies in the off-season.