**DS\_DataSpark: Illuminating Insights for Global Electronics**

**insights Global Electronics to increase customer satisfaction and drive business growth.**

**1.Most of our customers are above the age of 50, so they are mostly elderly. By offering services or benefits tailored to them, we can attract more customers and retain them as regulars.**

**2.After COVID, the customer count and orders have become very low.**

**So, by taking some safety measures and offering free delivery with safety, we can attract more customers.**

**3.Computers, home appliances, cameras and camcorders, TVs and video equipment, and cell phones are the best-selling products, so focus more on these items."**

**4.In some cases, online sales are higher than in-store sales. By focusing more on online sales and offering promotions to attract customers, it can benefit both the customers and us.**

**For example, in some cities, store sales are high even though the store area is quite small—such as Store No. 6. With online sales, we don't need much physical space.**

**5.In terms of sales, the United Kingdom, United States, and Canada perform very well. In comparison, countries like France and Australia have relatively low sales. Therefore, we should increase sales in those regions by running promotions and offers based on the data.**

**6.Over the past six years, stores No. 6, 31, 33, and 38 have experienced a significant decline in sales. Analyzing the data to identify the issues and addressing them could help improve their performance.**

**7.Take steps to increase home appliance sales, as they have been declining year by year among the top 5 product categories.**