

BUSINESS INSIGHTS FOR CUSTOMER, TRANSACTIONS, PRODUCTS DATA

1. Product Categories Distribution

the product categories with the most items represent the businesses focus area. For example, categories with higher product counts could indicate a stronger market presence or more investment in certain product lines. This insight helps in inventory management and product diversification strategies.

2. Product pricing patterns

the average price per product category provides a clear view of the businesses pricing strategy. Categories with higher average prices are likely targeting a premium market, while lower priced categories may appeal to budget conscious customers. Adjusting prices based on category insights can maximize revenue

3. Top selling products by quantity

identifying top selling products by quantity allows the business to focus on fast moving products, optimize stock levels and enhance marketing efforts for these products. It also highlights trends in customer demand and product popularity

4. Customer acquisition and retention patterns

analyzing customer signup trends over time reveals growth patterns in customer acquisition. Peaks during certain periods might indicate the effectiveness of marketing campaigns or seasonal demand, while dips could highlight areas for improvement in customer engagement

5. Transaction value and profitability

The analysis of transaction values across months reveals seasonal sales trends and profitability. High transaction values in certain months might indicate successful promotional campaigns or seasonal surges. These insights can guide marketing budget allocation and promotional strategies to maximize revenue during peak periods