

EDA BUSINESS INSIGHTS REPORT

01. Customers distribution by region

- The analysis of customer distribution by region reveals where the customer base is concentrated geographically. This information helps identify the regions contributing most to sales and areas with untapped potential. Visualizations, such as bar charts, show the number of customers per region. This insight is crucial for tailoring marketing strategies, optimizing logistics, and allocating resources. For instance, if one region dominates the customer base, targeted campaigns in other areas can help expand market reach and improve overall sales.

02. Product category distribution

- Examining product category distribution helps us understand the types of products most frequently purchased by customers. Categorizing sales data provides insight into customer preferences, allowing businesses to optimize inventory and marketing strategies. For instance, if one product category significantly outperforms others, promotional efforts can focus on related products. Additionally, identifying underperforming categories can guide product development and discontinuation decisions, improving overall profitability.

03. Total transactions per day

- Analyzing daily transaction trends helps understand customer purchasing behavior over time. Visualizations of transactions per day highlight patterns such as peak shopping days, seasonal trends, and potential anomalies. Businesses can use this insight to schedule promotions, optimize staffing, and plan inventory levels. For example, high transaction volumes during weekends may indicate opportunities for weekend-specific campaigns, while identifying slow days allows for operational adjustments.

04. Top 10 customers by transaction value

- Identifying the top 10 customers by transaction value is essential for understanding the most valuable contributors to revenue. This insight allows businesses to nurture relationships with high-value customers through personalized offers and loyalty programs. These customers often drive a disproportionate share of revenue, making it critical to ensure their satisfaction. Visualizations like bar charts highlight the contribution of each customer, enabling focused strategies to retain these valuable clients.

05. Top 10 products by sales

- Highlighting the top 10 products by sales provides insights into customer preferences and revenue drivers. This analysis identifies best-selling items, enabling businesses to optimize inventory, adjust pricing, and design targeted promotions. Additionally, focusing on popular products can guide cross-selling and upselling strategies, further enhancing profitability. Visualizations such as bar charts make it easy to compare the performance of these products and inform strategic decisions.