**Insights**

**1.** Total Amount Spent and the Country for the Pending Delivery Status for Each Country

**Insight:** Identifies the total spending and the associated countries where deliveries are pending.

**Implications:**

**Data Engineers:** Focus on optimizing the data pipeline to accurately track the delivery status.

**Data Scientists:** Analyze patterns or causes of pending deliveries to suggest improvements.

**Technical Stakeholders:** Enhance the delivery tracking systems.

**Non-Technical Stakeholders:** Prioritize customer communication and resolve pending deliveries to improve customer satisfaction.

**2.** Total Number of Transactions, Total Quantity Sold, and Total Amount Spent for Each Customer, Along with Product Details

**Insight:** Provides a detailed view of customer transactions, spending, and product preferences.

**Implications:**

**Data Engineers:** Ensure data accuracy and consistency in customer transaction records.

**Data Scientists:** Develop customer segmentation models to target marketing efforts based on spending patterns.

**Technical Stakeholders:** Enhance CRM systems to incorporate detailed transaction data for better customer insights.

**Non-Technical Stakeholders:** Tailor marketing and sales strategies based on customer purchasing behaviour.

**3.** Maximum Product Purchased for Each Country

**Insight:** Reveals the most popular product in each country.

**Implications:**

**Data Engineers:** Maintain accurate and up-to-date product sales data.

**Data Scientists:** Use this data to predict future product demand in different regions.

**Technical Stakeholders:** Ensure that inventory systems are aligned with product demand trends.

**Non-Technical Stakeholders:** Optimize supply chain and inventory management to ensure popular products are well-stocked.

**4.** Most Purchased Product Based on the Age Category Less than 30 and Above 30

**Insight:** Shows product preferences based on age categories.

**Implications:**

**Data Engineers:** Implement robust data collection processes to capture age-related purchasing data.

**Data Scientists:** Develop personalized recommendation engines based on age-specific preferences.

**Technical Stakeholders:** Integrate insights into e-commerce platforms to enhance user experience.

**Non-Technical Stakeholders:** Create targeted marketing campaigns for different age groups to boost sales.

**5.** The Country that Had Minimum Transactions and Sales Amount

**Insight:** Identifies the country with the least market engagement and revenue.

**Implications:**

**Data Engineers:** Ensure accurate tracking of transactions and sales data across all regions.

**Data Scientists:** Investigate factors contributing to low engagement and sales in the identified country.

**Technical Stakeholders:** Assess and improve the infrastructure and support in underperforming regions.

**Non-Technical Stakeholders:** Develop strategies to boost market presence and sales in low-performing regions.

**Summary of Insights to Different Stakeholders**

**Data Engineers**

Focus on ensuring data quality, consistency, and completeness.

Optimize data pipelines for accurate real-time reporting.

**Data Scientists**

Leverage insights for predictive analytics and customer segmentation.

Develop models to improve customer targeting and operational efficiency.

**Technical Stakeholders**

Integrate insights into systems to enhance functionality and user experience.

Ensure infrastructure supports data-driven decision-making.

**Non-Technical Stakeholders**

Use data insights to drive strategic business decisions.

Focus on customer satisfaction, marketing effectiveness, and operational improvements.