

EDA & Business Insights

Key Business Insights

1. Distribution of Transaction Values:

There is a clear skew in transaction amounts towards a smaller subset of high-value transaction as a big contributor towards total revenue. Knowing the factors that influence these high-value sales could inform targeting of marketing.

2. Product Category Performance:

Category C is a small portion of the sales mix but it is growing steadily while Category A sales dominate. Tailored promotions or product bundling may boost growth in emerging categories while preserving dominance in established ones.

3. Monthly Sales and Seasonality:

Sales are highest in Q4, most likely because of holiday demand. Many seasonal campaigns and inventory plans should be concentrated on this time-frame for maximum impact.

4. Regional Sales Trends:

North region is the largest revenue contributor, which indicates localized marketing strategies can work. They could also be opportunities for expansion in areas that have underperformed given the right impetus.

5. Customer Purchase Behavior:

About 60% of customers come back to buy again, which makes retention programs key. Repeat sales could be further encouraged through personalized communication and loyalty rewards.