

Derive Business Insights from EDA

Insight 1: Customer Demographics

- **Insight:** A significant portion of customers come from North America and Europe, while regions like South America and Africa have fewer customers. The company should consider localizing marketing strategies and expanding its presence in underrepresented regions.

Insight 2: Product Pricing Strategy

- **Insight:** The majority of products are priced between \$20 and \$100, with a few high-ticket items above \$500. The company could optimize its sales by offering more competitive pricing within the popular range, while also testing bundling or promotional discounts for the high-price products.

Insight 3: Transaction Seasonality

- **Insight:** Transactions spike during holiday seasons, especially around November and December. The company could capitalize on this trend by launching seasonal promotions or advertising campaigns to drive sales during peak periods, potentially using discounts or special offers to attract more customers.

Insight 4: High-Value Customer Segments

- **Insight:** A small segment of customers accounts for a large portion of total revenue, highlighting the importance of targeting high-value customers with personalized retention strategies (e.g., loyalty programs, exclusive offers) to keep them engaged and encourage repeat purchases.

Insight 5: Product Category Performance

- **Insight:** Electronics and clothing categories dominate overall sales, suggesting a strong demand for these types of products. The company might focus on increasing the variety of products in these categories, exploring partnerships with more suppliers, or launching limited-edition items to further drive sales.