

Insights from Exploratory Data Analysis (EDA)

1. Top-Selling Products:

The top 10 products account for a large portion of total sales, suggesting they are key drivers of revenue. These products should be prioritized for stock replenishment and promotional campaigns.

2. Revenue by Region:

The region contributing the most revenue is a clear growth area. This indicates the need to strengthen marketing efforts and customer engagement in that region to maximize profits.

3. Customer Signup Trends:

Customer signups show a significant spike during specific months, likely due to seasonal trends or successful promotional campaigns. The company can leverage this insight to better plan marketing strategies during peak signup periods.

4. Revenue by Category:

A specific category of products consistently generates the highest revenue, showcasing strong customer preferences. Expanding the product range within this category can enhance overall sales performance.

5. Transaction Patterns Over Time:

Transaction volumes have grown steadily, with noticeable peaks during certain periods (e.g., holidays or sales events). This pattern highlights the importance of timing major campaigns during these high-traffic periods.