**Actionable Recommendations Based on EDA** -

**1. Sales and Time Trends**

- Focus promotional campaigns during high-sales months, as identified in the time series analysis (e.g. May, October).

- Introduce seasonal discounts or flash sales during low-performing months to balance revenue flow throughout the year.

**2. Customer Behavior**

- Female customers contribute more to total sales. Consider designing gender-targeted promotions or loyalty programs.

- The 51-60 age group shows the highest spending—consider focused marketing on this segment via digital channels.

**3. Product Performance**

Top-selling product categories like (e.g. Electronics, Clothing) should be prioritized in:

- Stock management

- Featured product placements

- Upselling strategies

Low-selling categories can be promoted via:

- Bundling with popular items

- Seasonal promotions

- Clearance sales

**4. Operational Strategy**

- Use the monthly sales trend to plan inventory and staffing levels.

- Maintain high inventory levels of high-revenue products during peak sales months to avoid stockouts.

**5. Data-Driven Growth**

- Consider segmenting customers further by purchase frequency and total spend to personalize offers.

- Use this EDA as a baseline and continue tracking trends regularly (monthly/quarterly) for real-time decision-making.