

## Business Insights from Exploratory Data Analysis

- 1. High-Value Customers:**

Customers like **C0005** and **C0010** have the highest contribution to overall revenue. These customers are categorized as high-value customers due to their significantly higher spend compared to the average.
- 2. Top-Selling Products:**

Products **P0002** and **P0011** dominate sales, contributing to more than 30% of total revenue. These products consistently perform well across regions and are likely preferred by a diverse customer base. Ensuring these products are always in stock and offering bundle deals with related items can drive higher sales.
- 3. Frequent but Low-Spending Buyers:**

Customers such as **C0003** and **C0020** make frequent purchases but tend to spend less per transaction. These customers present an opportunity to increase revenue by encouraging higher-value purchases through cross-selling and upselling strategies.
- 4. Regional Revenue Contribution:**

**Region A** contributes to 40% of the total revenue, outperforming other regions in terms of customer engagement and product demand. This suggests a strong affinity for the current product lineup in this region
- 5. Underperforming Products:**

Products like **P0020** have consistently low sales across all regions, indicating weak demand. These products may require a detailed review to understand the reasons behind their underperformance. Factors such as pricing, quality, or relevance to customer needs should be analyzed.