5 Business insights derived from the EDA:

1. Region-Wise Customer Distribution

Certain regions dominate in customer base, while others lag. Focusing on underperforming regions through targeted campaigns can boost overall customer acquisition. High-density regions can benefit from personalized marketing to retain existing customers.

2. Product Category Performance

Product categories vary in contribution to revenue. High-performing categories should be prioritized for promotions and stock, while low-performing categories require analysis for improvement or strategic discontinuation.

3. Monthly Sales Trends

Sales are seasonal, with specific months showing peak performance. Strategic sales campaigns and inventory optimization during these months can maximize revenue and meet demand effectively.

4. Repeat Customers

Repeat buyers form a substantial customer segment, showcasing strong loyalty. Enhancing customer retention strategies through loyalty programs and personalized offers can sustain this advantage.

5. High-Value Customers

A small group contributes significantly to revenue. Exclusive deals, premium services, or early access offers can help retain these valuable customers and increase lifetime value.