

Derive Business Insights

Based on the EDA that is performed earlier, here are potential insights you can derive:

1. **Insight into Customer Activity:** "The majority of customers make fewer than 5 transactions. Targeting high-frequency customers for loyalty programs could increase retention."
2. **Product Pricing Impact:** "Product prices are highly varied, with the most expensive products contributing to a disproportionate amount of total sales. Focusing on these high-ticket products may increase revenue."
3. **Sales by Product Category:** "Certain product categories, like Electronics, contribute significantly more to sales. Expanding the range of products in these categories could drive higher revenue."
4. **Seasonality of Sales:** "Sales peak in December, suggesting holiday shopping trends. Marketing efforts should intensify leading up to the holiday season to maximize revenue."
5. **Customer Geolocation:** "Customers from North America account for the largest proportion of sales. Focused regional campaigns in other regions could help increase global revenue."