

# Business Insights :

## On Products.csv

The 5 useful insights from the Product.csv file and its observations are :

### Insight 1 :

#### 1. Product Distribution Across Categories:

Looking at the products, it's clear that **Books** and **Electronics** are the most common categories.

- Books cover a wide range of topics like biographies and cookbooks, while Electronics offer gadgets like smartwatches, speakers, and headphones.
- **Clothing** and **Home Decor** are also popular, but not as much as the first two categories.
- This means that your sales might be strongest in Books and Electronics. Focusing on expanding or promoting these categories could help grow your business by catering to customer demand in these areas.

### Insight 2 :

#### 2. Price Range and Distribution:

The prices of the products in this dataset vary greatly, from as low as **\$16** to as high as **\$497**.

- Most products, however, fall into the range of **\$100 to \$500**.
- Electronics tend to be on the higher end of the price scale, while books and clothing are generally more affordable.
- Understanding the wide price range helps businesses target both budget-conscious and high-spending customers.
- If you have a product range that includes both affordable and premium options, you can attract a wider variety of customers.

### Insight 3 :

#### 3. Category-Specific Price Insights:

Different categories have different price ranges.

- **Electronics**, like smartwatches and headphones, are typically more expensive, often priced above **\$200**.
- On the other hand, **Books** tend to be more affordable, often costing under **\$150**. **Clothing** prices vary widely but are usually in the middle range.
- This price difference means that customers shopping for electronics might expect to pay more, while those looking for books or clothing may be more price-sensitive. Businesses can use this information to adjust pricing and promotions based on the category customers are shopping in.

### Insight 4 :

#### 4. Best-Selling Product Categories:

Categories like **Books** and **Electronics** seem to have the most products listed, which suggests they are the most popular with customers.

- Products like **Activewear Smartwatch** and **Sound Wave Headphones** appear multiple times, showing that these items are in high demand.
- This indicates that focusing on these high-selling categories can be a smart strategy. If you invest more in promoting these products or adding similar items, it could lead to higher sales.
- Understanding what sells the most helps in creating effective marketing campaigns and offers.

### Insight 5 :

#### 5. Product Variety and Stock Considerations:

- The dataset shows that certain products, like **Activewear Smartwatch** and **Sound Wave Cookbook**, appear multiple times under different product IDs.
- This suggests that some products have different variations or are popular enough to be stocked in bulk. For a business, this highlights the need to track inventory carefully and possibly offer product bundles or variations based on what customers are buying the most.
- It's important to ensure the right stock is available to meet customer demand, which can be achieved by analysing sales patterns and trends in product types.