

Five business insights derived from the EDA

1. Top Revenue-Generating Products

- The top 10 products contribute a significant portion of total revenue. These products should be prioritized for marketing campaigns and inventory management to maximize sales.

2. Customer Purchase Behaviour

- A small percentage of customers account for the majority of transactions, indicating a **high-value customer segment**. Loyalty programs or personalized discounts can be targeted toward these customers to increase retention.

3. Geographical Revenue Distribution

- Certain regions contribute disproportionately to revenue. The company can optimize marketing spend by **focusing on high-revenue regions** and identifying underperforming areas for potential expansion.

4. Seasonal Trends in Sales

- Transaction volume shows spikes at specific times of the year, suggesting **seasonal demand fluctuations**. Inventory planning and promotional efforts should align with these trends to maximize sales during peak periods.

5. Product Pricing Strategy

- Certain products with lower prices have high sales volume, while some higher-priced products generate substantial revenue despite lower sales. **A balanced pricing strategy** can be adopted to optimize profitability across different price segments.