

Business Insights from EDA

1. Regional Transaction Distribution:

- The majority of transactions originate from a specific region (e.g., North America or Europe). This indicates strong regional demand that can guide marketing and logistics strategies.

2. Top-Selling Products:

- A few products dominate sales volumes. For example, the top 10 products account for a significant proportion of total quantities sold. Prioritizing inventory for these items could optimize stock management.

3. Revenue by Product Category:

- Certain categories contribute disproportionately to overall revenue. Identifying and promoting high-revenue categories (e.g., electronics or apparel) can maximize profits.

4. Seasonal Revenue Trends:

- Revenue exhibits clear peaks during certain months, likely driven by holidays or promotional events. Aligning marketing campaigns with these periods can capitalize on seasonal demand.

5. Customer Lifetime Value (CLV):

- A small percentage of customers generate a large share of total revenue. Implementing loyalty programs or targeted retention efforts for high-value customers can increase profitability.

These insights provide actionable recommendations for improving marketing, inventory management, and customer engagement strategies to enhance overall business performance.