

Business Insights Derived from Exploratory Data Analysis (EDA)

1. South America Dominates Customer Base

South America accounts for the largest share of customers, contributing significantly to the company's revenue.

This region represents a vital market opportunity. Recommendation: Focus marketing efforts and tailor product offerings to align with the preferences of South American customers.

2. Seasonal Signup Trends

Customer signups peak in Q1, particularly in January, indicating a strong seasonal trend. Recommendation: Capitalize on this trend by launching targeted marketing campaigns and promotions early in the year to drive customer acquisition.

3. Electronics Drive Revenue

The "Electronics" category generates the highest revenue among all product categories, significantly outpacing

others. Recommendation: Expand the electronics inventory, introduce bundles, and increase advertising for this category to maximize its potential.

4. High-Value Customers Generate Bulk Revenue

The top 10% of customers account for nearly 50% of total revenue. These customers frequently purchase high-

value products and exhibit high loyalty. Recommendation: Develop exclusive loyalty programs and personalized incentives to retain and reward these high-value customers.

5. Weekend Sales Spike

Sales volumes are consistently higher on weekends compared to weekdays. Recommendation: Implement weekend-specific deals and discounts to capitalize on these peak transaction periods, potentially increasing overall revenue.