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Seasonal Trends:

Most transactions occurred during specific months, suggesting seasonality in customer purchasing behavior. This highlights opportunities for seasonal promotions or inventory planning.

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Revenue Drivers:

Certain product categories contribute the most to overall revenue. These categories should be prioritized for inventory management and marketing efforts.

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Regional Insights:

Customers are geographically diverse, with some regions significantly dominating transactions. This indicates potential for region-specific campaigns to boost engagement.

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High-Value Customers:

A small group of customers generates a large share of the total revenue. Developing personalized retention strategies and loyalty programs for these customers could be beneficial.

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Correlation Observations:

Positive correlations were found between product price, quantity purchased, and total transaction value, suggesting that pricing strategies can significantly impact revenue.