BUSINESS INSIGHTS

To get a business insights from the dataset it is important to perform EDA-(Exploration Data Analysis).
Understand the dataset to know its content ,and the data is based on which platform . these things made easy to get business insights.

1) Customer Geographics Insights

From the given customer dataset which undergoes EDA that clearly shows the Majority of customer from South Africa .
Understanding your customer helps tailor marketing strategies.
if your product is more popular in particular region ,you can focus on advertising on platforms where these people spend most of their time, such as social media .

2) Sales Performance Insights

In Product dataset Sales peak occur only for the book category .This product are bought by the many of the customers. **Prepare for higher demand** by stocking up on products during peak seasons.

3) Customer Purchase Frequency Insights

   customers who make more than one purchases from same category with a small segment of high-value customers contributing significantly.

4) Product Preferences Insights

Customers who purchase books are more likely to also purchase Clothing Implement a rewards program or offer discounts to frequent buyers to retain them.

5) Customer Retention Insights

Customers who make a purchase in the category of Books are more likely to make a second purchase and remain loyal