

# Exploratory Data Analysis (EDA) and Business Insights

1. A part of the revenue comes from the high valued transactions done. So retaining high spent customers with few beneficiary programs.
2. We can clearly see that the transactions are higher during holidays or vacation time. So marketing and stocking are sufficient during these times.
3. The top products drive major transactions. So promoting and showing related products would attract more consumers.
4. Different regions show different types of transactions. So each region should have separate tailored strategies to boost the transactions.
5. Bulk purchasing yields high transactions and luxury products with minimal buy can contribute high transactions. So giving discounts to bulk purchasing and marketing luxury products to the right consumers can promote business.