

Business Insights (Based on EDA)

Regional Customer Distribution

The majority of customers are concentrated in a specific region, suggesting a strong foothold in that market. However, other regions show potential for growth as they currently have lower customer representation. Focusing marketing efforts in underrepresented areas could expand market share and increase revenue. Region-specific product preferences can also be leveraged to improve engagement.

Top-Selling Product Categories

Analysis reveals that a few product categories contribute disproportionately to overall sales volume. These categories are highly profitable and attract consistent demand. Diversifying the product range within these categories or bundling them with less popular products could further boost sales and profitability.

Revenue Growth Patterns

Monthly revenue trends exhibit seasonality, with significant peaks during certain months, likely coinciding with holidays or sales events. Planning targeted promotions or discounts during these periods could maximize revenue. Identifying and addressing months with lower performance might uncover opportunities to stabilize cash flow year-round.

High-Value Customers

A small group of high-value customers accounts for a significant portion of total revenue. Offering loyalty programs, personalized discounts, or exclusive benefits for these customers could increase retention and encourage repeat purchases. Analyzing their purchase behavior can also inform strategies to convert other customers into high-value contributors.

Product Pricing Effectiveness

The pricing of certain products aligns closely with their sales volume, indicating effective pricing strategies. However, a few high-priced products exhibit low sales, suggesting potential pricing barriers. Conducting pricing experiments or offering occasional discounts for such products could improve sales without significantly affecting profit margins.