Business Insights of All the CSV Files

1.Customer.csv

- Customers from South America make up the largest proportion of the customer base (29.5%).
- The dataset shows consistent customer signups over time, with some dates having multiple signups. Identifying peak signup periods can help align promotions and outreach efforts to capitalize on increased user activity.
- The customer base spans four regions, offering opportunities to develop region-specific strategies, such as localized product recommendations or tailored offers, to enhance customer satisfaction.
- Using customers' signup dates for personalized anniversary discounts or loyalty rewards can improve retention rates, especially for long-term users.

2.Product.csv

- The Books category dominates the product catalog, comprising 26% of the total products. This suggests a significant focus on literature, likely targeting avid readers.
- Products in the Electronics category generally have higher price points, indicating they cater to premium customers.
- The Home Decor category features lower-priced products compared to other categories, appealing to budget-conscious buyers. This is an opportunity to promote these

items during sales events to attract value-seeking customers.
- Repeatedly occurring products like "ActiveWear Smartwatch" hint at bestsellers. Ensuring consistent inventory for such items can prevent stockouts and maintain customer satisfaction.

3.Transactions.csv

- January leads in transactions (107), followed by September and July (96 each). November sees the lowest (57), indicating seasonal fluctuations in demand.
- Most transactions occur on Tuesdays (163), while Fridays and Saturdays have the lowest activity, suggesting Tuesday promotions could boost sales further.
- Product P059 is the most frequently purchased, but P029 generates the highest revenue (₹19,513.80), highlighting potential cross-selling opportunities with high-revenue items.
- Customer **C0141** spent the most (₹10,673.87), while **C0109** made the most purchases (11). Tailored loyalty programs for frequent and high-value customers could drive retention.