

Business Insights from EDA

1. Customer Distribution by Region:

- The customer base is spread across various regions, with a significant concentration in North America and South America. Asia and Europe also have a considerable number of customers. This distribution suggests a diverse market presence, indicating potential for region-specific marketing strategies to cater to the unique preferences and needs of customers in each region.

2. Signup Trends Over Time:

- Analysing the signup dates reveals trends in customer acquisition over the years. There is a noticeable increase in signups in 2024, suggesting successful marketing campaigns or product launches during this period. Understanding these trends can help in planning future marketing efforts and identifying peak periods for customer acquisition.

3. Product Category Popularity:

- The product categories include Books, Electronics, Clothing, and Home Decor. Electronics and Books appear to be the most popular categories, with a wide range of products and price points. This insight can guide inventory management and marketing focus, ensuring that popular categories are well-stocked and promoted.

4. Price Range Analysis:

- The price range of products varies significantly across categories. For instance, Clothing items have a wide price range, from affordable T-shirts to high-end jackets and running shoes. Electronics also show a broad price spectrum, from budget-friendly headphones to premium smartwatches. Understanding these price ranges can help in pricing strategies and identifying gaps in the market for new product introductions.

5. High-Value Products:

- Certain products, such as the TechPro Textbook and ActiveWear Smartwatch, are priced at the higher end of the spectrum. These high-value products can be targeted for premium customers and can be highlighted in marketing campaigns to attract customers looking for high-quality, premium products. Additionally, bundling these high-value items with complementary products can increase sales and customer satisfaction.