EDA Business Insights Report

Harish Karthik

Business Insights

1. High Revenue from South America

Analysis of the TotalValue column grouped by regions reveals that South America generated revenue exceeding $2,000,000. This makes it one of the highest revenue-generating regions. Businesses should consider allocating more resources and launching targeted marketing campaigns in South America to capitalize on this opportunity.

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2. Popular Product Category: Books

The Category column in the Products dataset shows that books were the most widely sold product category, contributing significantly to total sales. This insight highlights the need to expand the book inventory and explore partnerships with publishers to meet demand and increase market share.

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3. Customer Signups in 2024

The analysis of the SignupDate column reveals a spike in customer signups during 2024. This indicates successful customer acquisition strategies, such as effective campaigns or promotions, that were implemented during this year. Businesses should analyze and replicate these strategies to sustain growth in the coming years.

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4. Seasonal Trends in Transactions

Analyzing the TransactionDate column uncovers a significant increase in transactions during July month it is around 70000 .3 Quarter has highest and it is around 200000. Businesses can leverage this trend by running promotional campaigns or discounts during peak seasons to maximize sales.

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5. Customer Segmentation by Spending

Grouping customers based on TotalValue and Quantity purchased highlights distinct customer segments. High-spending customers account for 42.98% of the total revenue despite forming a smaller proportion of the customer base. Tailored loyalty programs and exclusive offers for these high-value customers can enhance retention and lifetime value.

Conclusion

The above insights demonstrate actionable areas for business improvement, such as optimizing marketing strategies, focusing on high-value customers, and leveraging seasonal trends to enhance sales. A deeper dive into customer preferences and behavior can further refine these strategies for maximum impact.