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Business Insights:

### 1. Key Region Business :

Visualising the Dataset based on Regions brings up the customer's region where the no of customers available. focusing on the key region(in our dataset "South America") where we have plenty of customers. This should be denotes if we tends to launch a new product, rather launching on random place if we launch on Key region business could risen.

### 2. Category and Price Trends :

The product categories are well-balanced, though Home Decor has fewer items, signaling potential for expansion. The price distribution shows diverse strategy, targeting both budget (\$100) and premium (\$400-\$500) segments for better bussiness. Expanding Home Decor offerings in popular price ranges can attract much customers and optimize revenue across categories. dominant category could indicate opportunities to expand in that category or introduce complementary products.

### 3. Monthly Revenues :

Analysing the monthly revenes will help for better strategy for business. it helps to identify the peak seasons of revenues and slower seasons too. with that we can able to increase or decrease our inventory. for instance if it is a slower season we could do more marketing and by understanding seasonal patterns can forecast future revenues and it could give more efficient decision.

### 4. Customer Signup Trends:

This particular insights will be more helpful in the marketing. finding the peak customer signup trends can bring up the most success marketing campaign and promotion by the marketing team. it also gives inputs to do what kind of marketing promotion could leads to success. for example if signup trends are low for certain month and high for the immeadiate month the it suggest the immediate month's promotion strategy is succeed. it should follows for low trend months.

### 5. Top K Favorite products:

Identifying the top K most purchased products allows businesses to understand customer preferences and demand patterns. It shows the products that generate the most revenue, guiding inventory and strategies to ensure stock availability. Understanding these products also helps in price optimization, as businesses focus on offer discounts or personalized promotions for high-demand items.