

## Business Insights

### 1. Popular Spending Range

50% of transactions have a total value below \$588.88, with the average transaction value at \$689.99. This indicates a mid-range spending trend among customers. Marketing strategies, such as bundling products within this price range or offering discounts slightly below \$600, can attract more customers and encourage spending.

### 2. Bulk Buying Behavior

Customers buy 2-3 items per transaction on average, with a maximum of 4 items. This suggests that customers prefer moderate-sized purchases. Promotions like "Buy 2, Get 1 Free" or discounts on multiple purchases could further encourage bulk buying and boost sales.

### 3. High-Value Transactions

Transactions exceeding \$1011.66 (top 25%) contribute significantly to revenue. These high-value customers can be segmented and targeted with exclusive benefits, loyalty programs, or personalized offers to increase retention and repeat purchases, enhancing overall profitability.

### 4. Pricing Strategy

The average product price is \$272.55, with prices ranging from \$16.08 to \$497.76. This spread indicates opportunities to market premium products to high-value customers and budget-friendly items to price-sensitive buyers, maximizing revenue across different customer segments.

### 5. Regional Contribution

Customer distribution and spending behavior vary across regions. Identifying regions with high sales and focusing marketing efforts there can optimize revenue. Underperforming regions could benefit from localized campaigns, discounts, or product bundles tailored to specific preferences.