Business Insights

1. Bar Chart: Top Products/Customers

Insights:

- Top products generate the majority of revenue, indicating a few items drive significant sales.

- The highest revenue-generating customers could be prioritized for loyalty or personalized marketing campaigns.

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2. Heatmap: Correlation Between Numerical Columns

Insights:

- Strong positive correlation between Quantity and TotalValue shows that higher purchase quantities directly drive revenue.

- Weak or negative correlation between Price and Quantity may indicate price sensitivity among customers (i.e., lower sales for higher-priced products).

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3. Line Plot: Trends in Transactions Over Time

Insights:

- Peaks in the line plot suggest specific months/periods with higher sales, pointing to seasonal demand (e.g., holiday seasons or promotional campaigns).

- Sales dips could indicate low-demand periods, where targeted offers or discounts may be beneficial.

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4. Bar Chart: Sales by Region

Insights:

- Certain regions may generate higher sales, suggesting where marketing efforts and inventory should focus.

- Underperforming regions could signal untapped opportunities or areas needing strategy adjustment.

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5. Bar Chart: Sales by Product Category

Insights:

- Categories with higher sales indicate customer preferences and demand patterns.

- Poorly performing categories may need revaluation, discontinuation, or improved marketing efforts.