Summary of the insights :

A)Customer segmentation

In the given dataset the customer segmentation is done by the Following classification

1. High net worth
2. Mass customer
3. Affluent customer

By buying this customer as well as the wealth segmentation we get the behaviour pattern of the customers.

B)Transaction Analysis

With this transaction analysis we get the data about which the certain products are more frequently purchased during the specific date specific periods.
Due to transaction analysis we can easily get the information about which brand is the most favourite as well as the most demandable brand.

C)New customer insights

In this we get more information about the geographic location of the new customer.In this with the help of the map we get the very useful and pinpointed information about the data so with the help of our photographic memory we can easily read the data.

D)CLV Analysis

Customer lifetime value is calculated for the prediction of the revenue of the company.
This prediction gives the information about which customers are most valuable and how to attract and retain them .

Recommendations

1. For the high value customer segment we have to Make marketing strategies which include targeted promotions as well as loyalty programs and very best customer engagement.

2. Geographic focus, regional product customisations are some areas for Business expansion based on the customer location insights.

3. For the improvements in the product offering based on the transaction analysis will b
   Seasonal and promotional products should be listed as well as we have to give the
   product variety as well as best of the best quality.