

# Task 1 - Business Insights

- **Customer Distribution:** A significant portion of the customer base is from South America, which presents an opportunity for targeted marketing campaigns to engage this region more effectively.
- **Product Popularity:** Books and Electronics are the most popular product categories, each with 26 products. This balanced inventory can be leveraged for cross-promotional offers and bundle sales to appeal to a broader audience.
- **Transaction Growth:** There is a consistent upward trend in monthly transactions, indicating increased customer activity. This suggests an opportunity to expand operations or introduce new products to maintain momentum.
- **Pricing Strategy:** The average product price is \$272.55, with considerable price variation. Introducing budget-friendly alternatives could attract a wider range of customers, especially those seeking more affordable options.
- **Customer Retention:** The absence of missing values and duplicates in the customer dataset reflects high data quality, offering a strong foundation for implementing customer retention strategies such as loyalty programs.
- **Market Concentration:** South America holds a large proportion of customers, which highlights the importance of region-specific marketing strategies and localized promotions to strengthen customer loyalty and increase sales.
- **Balanced Product Portfolio:** The equal representation of Books and Electronics indicates a well-rounded product portfolio. This balance can be capitalized on for strategic bundling, increasing the chances of cross-selling and up-selling.
- **Price Sensitivity:** With an average product price of \$272.55, there is a considerable range in prices. Offering lower-priced products could attract budget-conscious consumers and expand the overall customer base.
- **Data Integrity:** The dataset shows no missing values or duplicates, ensuring high-quality data that can enhance the accuracy of forecasts and strategic business decisions.
- **Transaction Volume:** The consistent rise in monthly transactions signals growing customer engagement, which can be capitalized on by introducing additional features or improving customer service to keep the growth sustainable.