EDA Report - Business Insights

1. Top-Selling Products:

The analysis reveals that products in categories like 'Books' and 'Electronics' are highly popular among customers. Focusing on expanding inventory in these categories could capture more sales and boost revenue.

2. Regional Contribution:

Customers from specific regions, such as Asia and South America, account for significant sales contributions. Region-specific promotions and marketing campaigns may further enhance sales in these areas.

3. Monthly Sales Trends:

Seasonality plays a role in sales, with notable spikes in particular months (e.g., holiday seasons). Planning promotions and inventory adjustments for these months can optimize performance.

4. High-Value Customers:

A small fraction of customers drives most of the revenue, validating the Pareto principle (80/20 rule). Loyalty programs targeting these high-value customers can improve retention and long-term profitability.

5. Underperforming Categories:

Categories such as 'Home Decor' are underperforming compared to others. This insight calls for evaluating pricing, promotions, and inventory management for better alignment with customer demands.