

EDA and Business Insights Report

This report provides an overview of exploratory data analysis (EDA) conducted on the customer, product, and transaction datasets. The objective was to uncover business insights that can guide strategic decisions. The insights and their implications are detailed below.

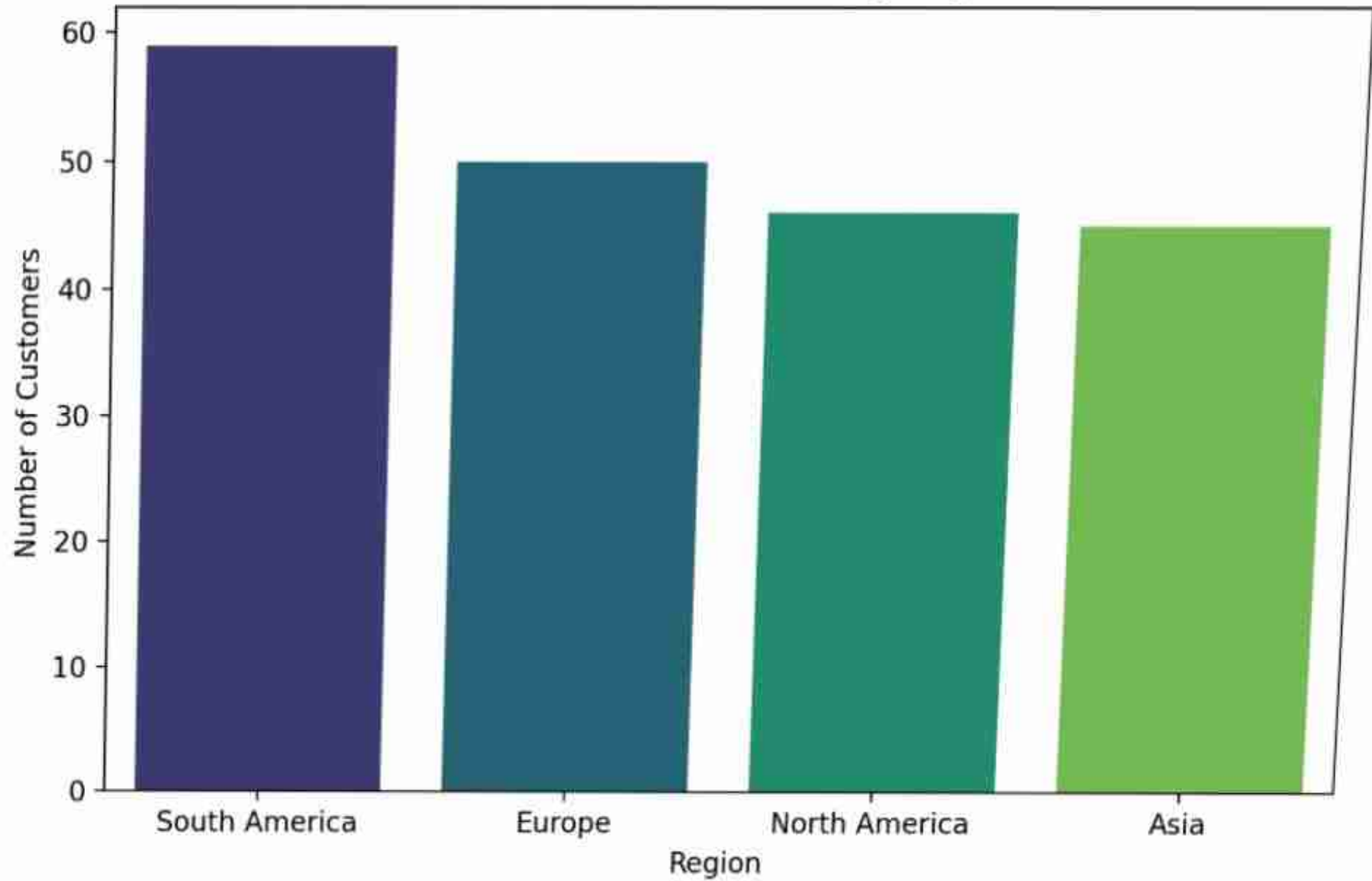
Business Insights

1. South America has the highest number of customers, followed by Europe, North America, and Asia. This distribution suggests focusing more on South America for customer-centric strategies.
2. The majority of products are priced between \$20 and \$50. Adjusting pricing strategies within this range could maximize sales.
3. Monthly sales trends show significant seasonality, with peaks during the holiday season. Promotional campaigns during these months could yield higher revenue.
4. Top 10 products contribute significantly to overall revenue. Focusing on their inventory and marketing can improve profitability.
5. The total transaction volume has been increasing over time, indicating growing customer engagement and potential market expansion.

Conclusion

The EDA highlights key trends in customer demographics, product pricing, and sales patterns. These insights provide actionable strategies to enhance customer engagement, optimize pricing, and boost revenue. Businesses can leverage these findings to strengthen market presence and improve overall performance.

Customer Distribution by Region



(x, y) = (South America, 56.88)