

## **EDA BUSINESS INSIGHTS**

- Customers from South America are contributed the highest number of transactions compared to other regions. This indicates regional preferences and the need for localized marketing strategies.
  - ➔ Focus promotional campaigns and product launches in high-performing regions to boost revenue.
- Books account for most of the revenue. These categories significantly outpace others in terms of sales volume and total transaction value.
  - ➔ Prioritize inventory and marketing investments in these high-performing categories. Explore bundling or discounts for slow-moving categories.
- We can see that these top 10 customers generate a disproportionate share of the revenue. Many of these customers have consistently high transaction volumes and values.
  - ➔ Implement loyalty programs to retain high-value customers and offer personalized recommendations to increase their spending.

- Transaction volume and revenue spike during specific times of the year, such as holiday seasons or sales events. These peaks are consistent across years and regions.
  - ➔ Prepare for these high-demand periods with optimized stock levels and targeted marketing campaigns. Consider pre-season advertising to maximize sales. High-demand periods with optimized stock levels and targeted marketing campaigns.
- A segment of customers consistently purchases lower-priced products, while another segment focuses on premium, high-priced items. This indicates a diverse customer base with varying price sensitivity.
  - ➔ Develop tiered pricing strategies, such as budget-friendly products for price-sensitive customers and premium offerings with added benefits for high-value customers.