

## Business Insights from EDA

1. **Identify key customer segments:** Analyzing customer demographics, purchase history, and CLTV to identify distinct customer segments such as high-value customers, frequent buyers, and new customers. This information can be used to tailor marketing campaigns and improve customer retention.
2. **Determine optimal pricing strategies:** Analyzing product pricing, sales trends, and competitor pricing to optimize product profitability. Identify price elasticity for different product categories and customer segments.
3. **Optimize inventory management:** Analyzing product sales history, demand patterns, and inventory levels to optimize stock levels and minimize inventory costs. Identify slow-moving and fast-moving products to adjust inventory accordingly.
4. **Improve customer acquisition and retention:** Analyzing customer acquisition channels, customer churn rates, and customer satisfaction to identify areas for improvement in customer acquisition and retention strategies. Implement targeted campaigns to attract new customers and retain existing ones.

By conducting thorough EDA and analyzing the data effectively, businesses can gain valuable insights into customer behavior, market trends, and operational performance. These insights can then be used to make data-driven decisions that improve business outcomes.