

# BUSINESS INSIGHTS REPORT

## 1. Customer Demographics Analysis

- The customer base is spread across four regions, with South America having the highest number of customers.
- Equal distribution of customers in other regions suggests balanced market presence.
- Strategic marketing efforts can be targeted towards underrepresented regions to enhance customer reach.

## 2. Product Pricing and Sales Insights

- The average product price is approximately \$267.55, with a price range from \$16.08 to \$497.76.
- Products with lower price points can be marketed more aggressively to attract price-sensitive customers.
- High-priced products should be bundled with promotions or discounts to enhance sales.

## 3. Transaction Value Distribution

- The total transaction values vary significantly, with an average around \$689.99.
- A skewed transaction value distribution suggests potential high-value customers who should be targeted for loyalty programs.
- Majority of transactions are in the mid-range; introducing more mid-tier products can boost revenue.

## 4. Sales Performance Trends

- The number of transactions is fairly distributed across customers, with some contributing significantly more.
- Analyzing frequent buyers and offering them personalized discounts can improve retention rates.
- Implementing referral incentives can expand the customer base.

## 5. Business Recommendations

- Focus on regional marketing strategies to strengthen presence in weaker markets.
- Optimize pricing strategy by analyzing customer purchasing power and segment preferences.
- Introduce loyalty programs for high-value customers to increase repeat purchases.
- Bundle high-priced products with discounts to boost conversions.
- Conduct deeper customer segmentation analysis to tailor promotions and offerings effectively.

**Conclusion:** The exploratory data analysis highlights key trends in customer demographics, product pricing, and transaction values. By leveraging these insights, the company can enhance

sales strategies, improve customer engagement, and optimize product offerings for better profitability.