

Business Insights from EDA

1. High-Value Customers Drive Revenue

The top 5 customers play a crucial role in driving overall revenue, with the highest spender alone contributing over 15% of total sales. Focusing on retaining these high-value customers can have a substantial impact on profitability.

2. Electronics Dominate Sales

Products in the "Electronics" category, particularly the ComfortLiving Bluetooth Speaker, lead in sales volume. This highlights a strong consumer preference for electronics, offering a clear direction for inventory planning and marketing campaigns.

3. Regional Performance Insights

The European region generates the highest total sales, followed by Asia. Interestingly, South America, despite having fewer customers, shows higher average transaction values. This indicates an opportunity to target premium offerings in that region.

4. Seasonal Sales Trends

Sales peak in December, likely due to holiday shopping, while February sees a noticeable dip. Understanding these seasonal trends provides an opportunity to design promotions during slower months to boost sales.

5. Customer Engagement and Retention

Recent signups account for a significant portion of sales, showing the importance of new customer acquisition. However, many long-term customers have reduced activity, signaling a need for re-engagement strategies to increase their lifetime value.