

Based on the EDA, I have discovered five business insights:

1.Regional Sales Variation

“There are robust volumes of transactions for specific areas like North America and Europe. Indicates potential market opportunities or variation in customer purchasing power.

2.Top-Selling Products

Top 10 Best-selling Products Make up a Big Part of Revenue Targeted marketing for these products or bundled offerings can further fuel sales.

3.Variable Revenues by Category

Certain product categories also show a broader range of total transaction value (indicating a broader range of pricing). Overall profitability may be driven by premium products in big revenue categories.

4.Customer Purchasing Behavior

A tiny fraction of clients provides a significant share of the sales. Implementing loyalty programs to retain this high-value customer could increase retention and revenue.

5.Potential Pricing Issues

There are some products with very low transaction value and yet remarkable high number of sales. This might be helpful to find pricing inefficiencies, discounts, or potential loss-leaders that need further investigation.