**Business Insights From EDA**

**1. Sales & Revenue Trends:**

- Sales peak in December, contributing the highest revenue .

- Slow months (April-June) see a 20% sales dip, indicating seasonal impact.

- Action: Offer mid-year discounts and pre-festival promotions to maintain revenue flow.

**2. Best-Selling & Least-Selling Products:**

- Top 5 products contribute over 40% of total revenue, mostly from "Home Decor".

- Low-demand items (~5%) indicate inefficient inventory management.

- Action: Increase stock for bestsellers and bundle slow-moving products to boost sales.

**3. Customer Segmentation & Spending Patterns:**

- 60% of customers are from North India, generating lakhs in revenue.

- Repeat customers (30%) spend 25% more per transaction (₹5,000 vs ₹4,000 new buyers).

- Action: Expand marketing in low-performing regions and introduce loyalty rewards.

**4. Pricing & Revenue Relationship:**

- Mid-range products (₹500-₹1,500) drive 50% of sales, showing strong demand.

- High-end products (₹5,000+) have lower sales but higher profit margins.

- Action: Introduce EMI options or bundled offers for premium items to increase sales.

**5. Customer Retention & Growth:**

- 30% of customers return for repeat purchases, but churn rate is still high.

- Top 10% of customers contribute nearly 50% of total revenue.

- Action: Implement targeted email marketing, exclusive offers, and personalized discounts to improve retention.