

Insights from the EDA process:

Insight1:

Product popularity:

I found the best-selling product and how much it sold. I also made pie charts to show the top 7 best and worst-selling products and their shares. This helps businesses know which products are in high demand so they can stock up, and which ones aren't doing well so they can decide whether to stop selling them or try to promote them more.

Top 7 most selling products are:

1. Active wear smartwatch
2. Soundwave headphones
3. Homesense desk lamp
4. Active wear rug
5. Soundwave cookbook
6. Activewear jacket
7. Bookworld biograpjy

Top 7 most LEAST selling products are:

1. Homesense headphones
2. Bookworld rug
3. Activewear biography
4. Soundwave laptop
5. Soundwave jacket
6. Domfort living headphones
7. Bookworld wall art

Insight2:

Category-Wise Sales Performance:

I looked onto the sales by category and made charts to show the best-performing ones. Knowing which categories are most profitable helps businesses decide where to spend their marketing money or which categories to expand.

Top 4 most selling categories of products:

1. Books (26.8%)
2. Home-décor (25,2%)
3. Electronics (24.7%)
4. Clothing (23.3%)

Insight3:

Customer Segmentation and Purchasing Behavior:

I found the top customers who bought the most. I also looked at what regular customers often buy. This may helps to create personalized promotions, loyalty programs, or targeted campaigns just for them. Or some personalized recommendations to similar kind of people (Like-minded).

The first three customer with high no of purchases are

'C0109' with a total of 32 purchases

'C0165' with a total of 30 purchases and

'C0075' with a total of 28 purchases.

The product purchased the most by our reg cust is the one and only brand new 'HomeSense Sweater' (Product ID: P100) with a total of 6 units.

the contributions of our beloved cust is \$758.04

Insight4:

Price Sensitivity Analysis:

Products with different prices may have unique sales trends based on how much customers want them and how sensitive they are to price changes. This helps businesses understand which products are popular and how to price them effectively. By analyzing these trends, businesses can make better decisions about pricing and inventory management to maximize sales and profits. This approach ensures they meet customer demand while staying competitive in the market.

My analysis doesn't show any dependencies or correlation between prices and sales

Insight5:

Behavior of One-Time Customers:

I analyzed one-time customers and the products they bought. This insight helps the business refine strategies to convert these one-time buyers into repeat customers. By focusing on unique or experimental products they tried, businesses can create targeted promotions and personalized offers to encourage repeat purchases. This approach not only helps in retaining customers but also in understanding their preferences and improving overall customer satisfaction. By leveraging this data, businesses can make informed decisions to enhance their marketing efforts and drive customer loyalty.

There isn't a product that doesn't satisfy the customer cuz , the products purchased by the one-time customers are unique, distinct like , there isn't a solely single product that cause our ppl not to come again.

.....THE END.....