

EDA Report

Insight 1:

South America has the highest number of customers.

Insight 2:

- Books category has the highest mean price \$292.21 but also the highest variation
 - We can introduce more mid-range books to capture price-sensitive customers
- Home Decor has the lowest mean price \$235.02
 - Opportunity to introduce more premium Home Decor items

Insight 3:

- Books has the largest price gap of \$108.56, we can add more mid range books to capture more mid-range customers, thus increasing sales
- Similarly Home Decor category has 2nd largest price gap

Insight 4:

Significant fluctuations in monthly sales (potential seasonality in business), proper inventory planning is required

Insight 5:

- The top customer C0141 has spent \$10,673.87 across 10 transactions
- There's a significant gap between top customers' spending, suggesting opportunity for middle-tier customer development
- The top 10 customers show consistent transaction counts (7-11 transactions each), indicating loyal customer behavior