Business Insights from the EDA:

1. **Monthly Sales Growth:**

   o Total monthly sales show steady growth, indicating positive overall business health and increasing customer engagement. This can guide scaling efforts and forecasting.


2. **Top Product Categories by Sales:**

   o A few product categories dominate sales revenue. indicating that customer preferences are concentrated on specific product types. Optimizing inventory and marketing efforts in these categories could further boost sales.
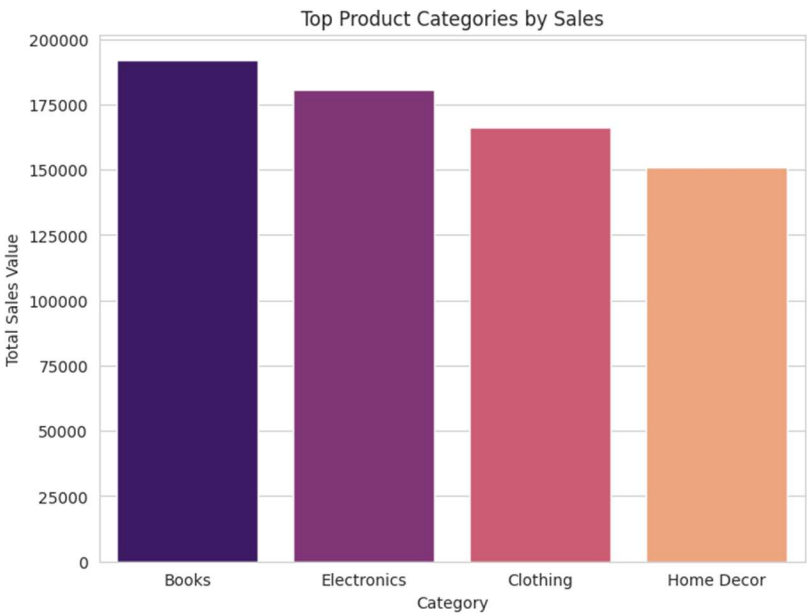
3. **Top Customers by Total Spend:**

   o A small group of customers generates a significant portion of total revenue, highlighting the importance of customer loyalty and retention, suggesting the need to prioritize these customers with loyalty programs or personalized offers.
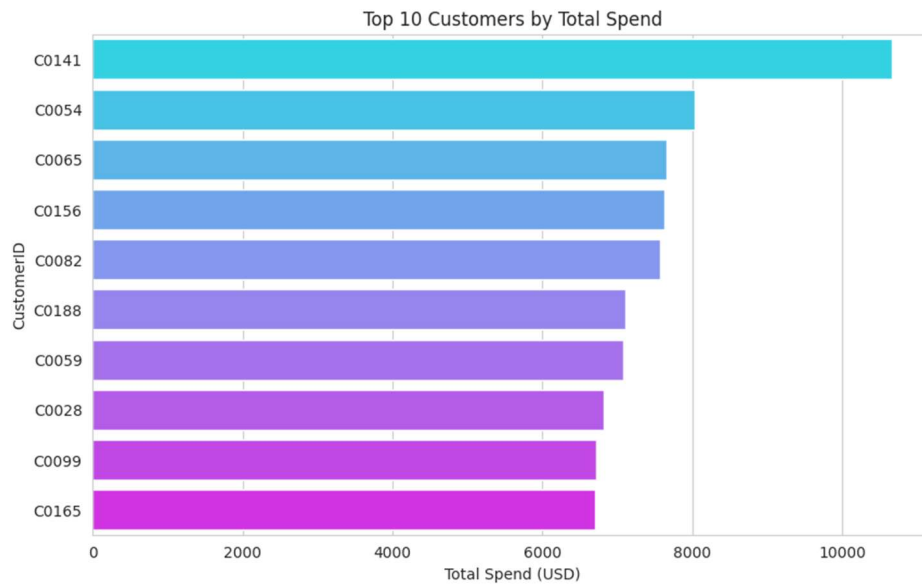

4. **Revenue Contribution by Product Category:**

   o Some categories contribute disproportionately to revenue, suggesting they should be prioritized in promotions and marketing strategies.
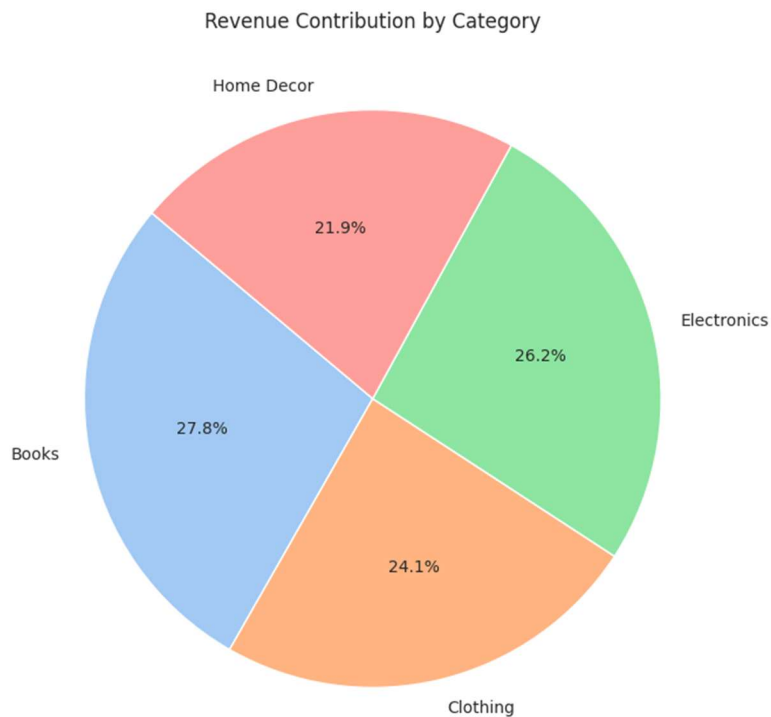
5. **Customer Retention Over Time:**

   o The number of unique monthly customers is growing steadily, showing a positive retention trend. Enhancing customer experience can sustain this growth.
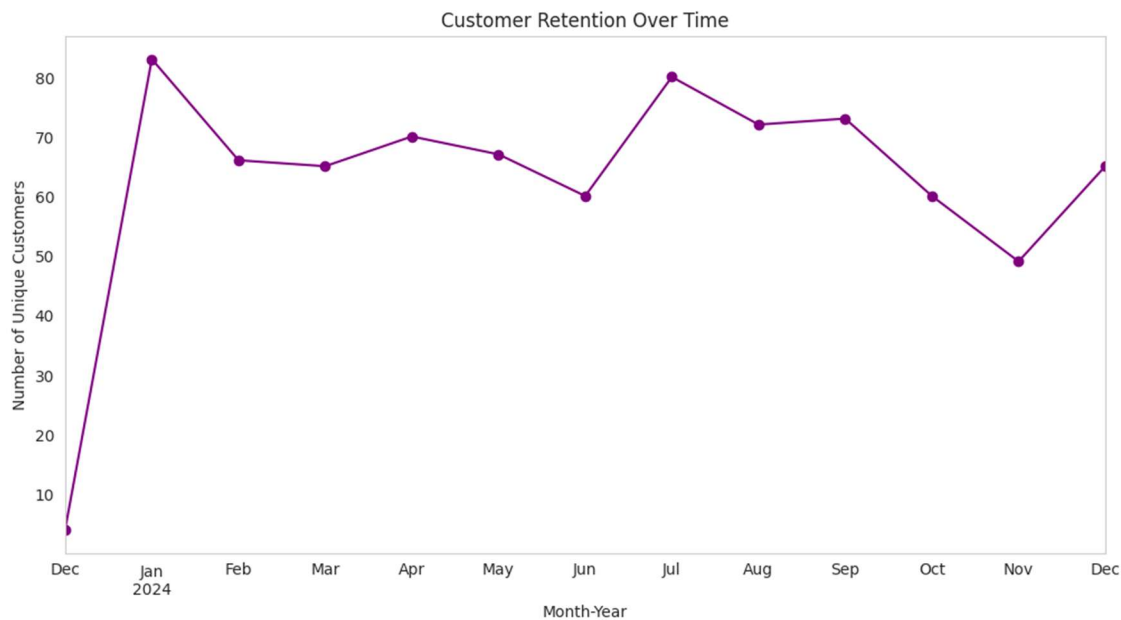
6. **Regional Customer Distribution:**

   o Certain regions have a significantly higher customer base. Targeting these regions with localized campaigns can improve overall revenue.

7. **Customer Purchase Behavior (Quantity vs. Total Value):**

   o A clear positive correlation exists between the quantity purchased and total transaction value. Bundle offers and volume discounts can drive sales.
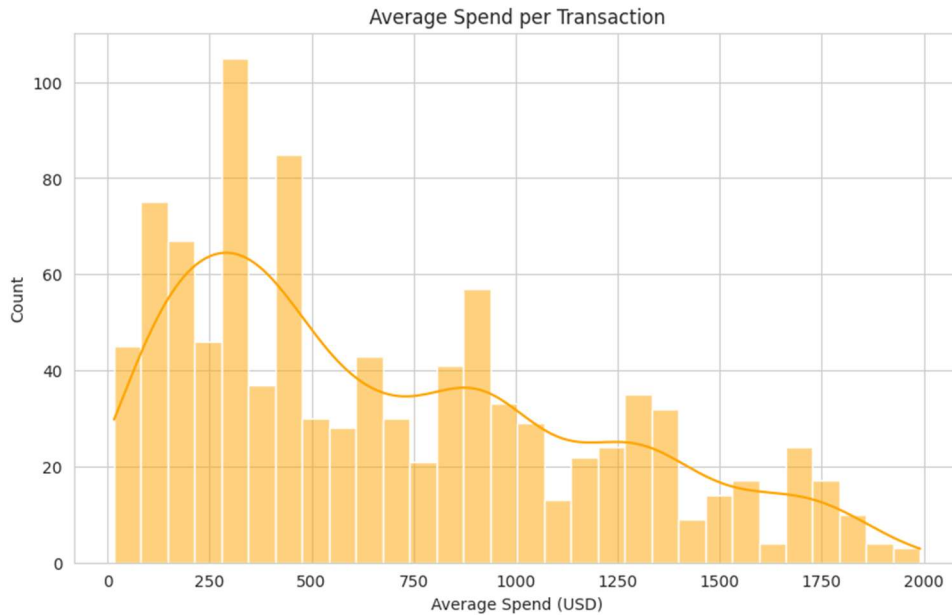

8. **Top Performing Products by Quantity:**

   o The top 10 products account for a substantial share of the total quantity sold. Stocking these products adequately can prevent lost sales.
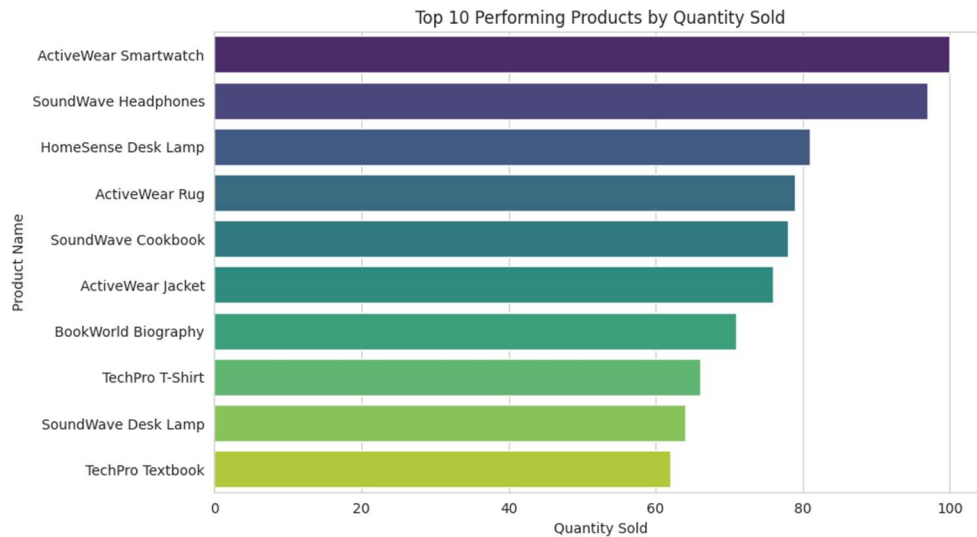
9. **Average Spend per Transaction:**

    o The average customer spend per transaction highlights spending patterns, which can guide upselling or cross-selling strategies.

10. **Sales Trends by Day of the Week:**

    o Sales are unevenly distributed across weekdays, with higher revenue observed on specific days. Running promotions on low-sales days could improve overall revenue.