

SHREYAS PEYYETI INSIGHTS FROM EDA

1. Significant Seasonal Trends in Revenue and Transactions

Insight: Revenue and transaction volumes peak in specific months like January, July, and August, indicating strong seasonal fluctuations.

Action: Leverage these peaks with targeted promotions and special offers to maximize revenue during these months. Invest in pre-season marketing to build anticipation and capitalize on high-volume sales.

2. High Price Range Sales Drive Bulk of Transactions and Revenue

Insight: The \$400-\$500 price range generates the highest transaction volume and revenue.

Action: Focus on expanding product offerings in this price range by introducing premium versions and bundled products. Ensure availability of high-margin items in this range to capitalize on demand.

3. Optimizing Pricing and Regional Strategy for Home Decor

Insight: Home Decor generates low revenue compared to other categories, despite moderate sales.

Action: Revise pricing strategies and explore premium products to increase margins. Implement regional marketing in areas with high potential (e.g., South America) to boost category sales.

4. Significant Regional Spending Patterns

Insight: South America dominates spending, while Asia excels in Clothing but underperforms in other categories.

Action: In Asia, promote high-margin Clothing and localized products in Home Decor and Electronics. In South America, focus on Books and Electronics with bundled offers to capitalize on high spending.

5. High Transaction Volume in January, But Low Average Revenue per Transaction

Insight: January experiences the highest transaction volume, but the average revenue per transaction is low.

Action: Offer bundles and premium products in January to increase average spending per transaction. Implement up-sell and cross-sell strategies to boost revenue.

6. High Profit Potential in Books and Electronics

Insight: Books and Electronics contribute the most revenue, with Electronics showing the highest revenue per unit sold.

Action: Focus on expanding product lines in Electronics and Books by offering premium options or exclusive editions. Create targeted campaigns to increase sales volume and profitability in these categories.