

Business Insights from EDA

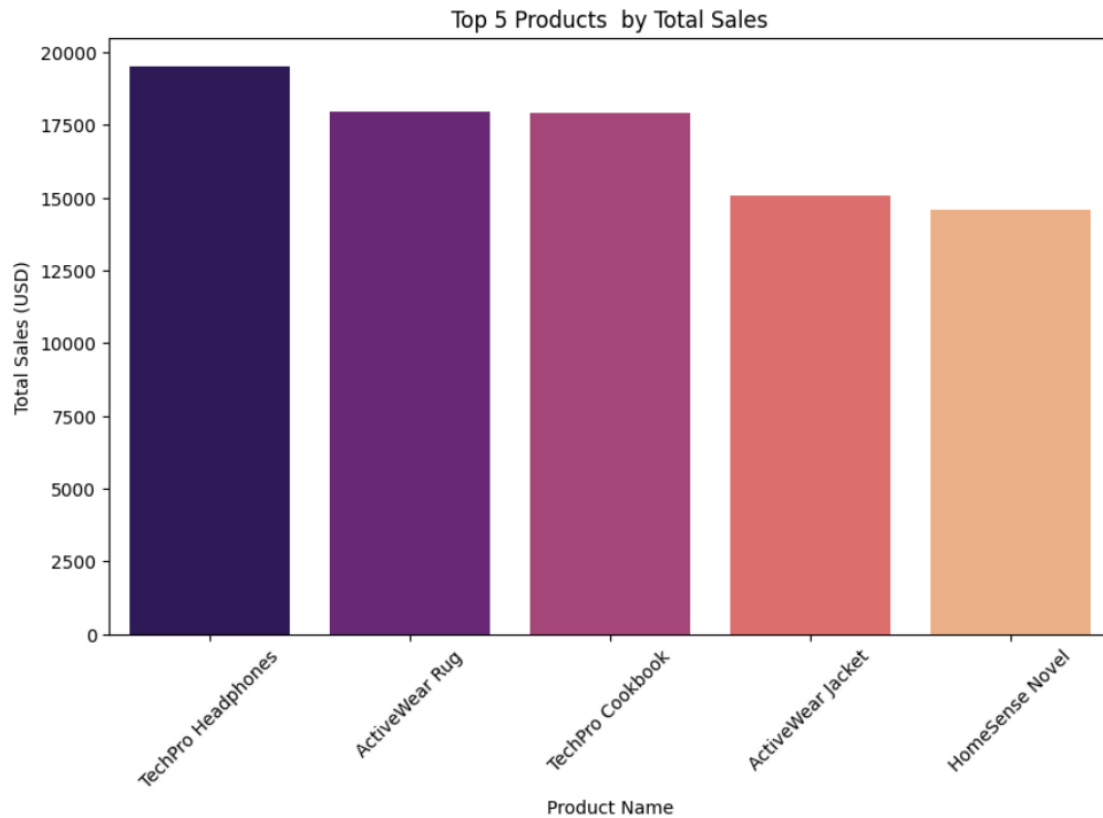
1.Regional Customer Distribution

The chart on customer distribution shows that South America has the largest customer base, followed by Europe, North America and Asia. In Asia more marketing is needed in order to hit the target buyers and South America can be considered as the best place to launch new products and check performance.



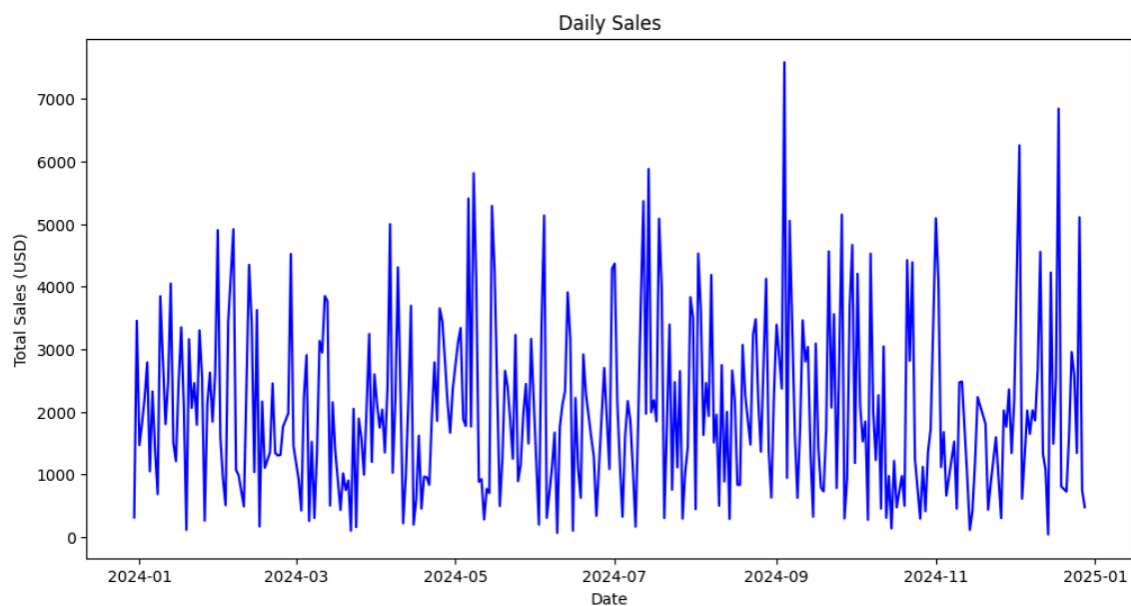
2.Product Performance

From the bar chart of top performing products, TechPro Headphones lead with approximately \$20000 in sales, followed by ActiveWear Rug and TechPro CookBook. The products contribute significantly to overall revenue. So expanding the products or bundling it with products like headphone covers and stands may boost the sales.



3. Daily Sales

The pattern of the daily sales chart shows that the sales are inconsistent as the sales are reaching above \$7000 on certain days but the pattern lacks seasonality. Frequent promotional campaigns may help in reducing the inconsistent pattern.



4.Low Value Purchasing Customer

With the minimum transaction value and the 25th percentile at \$295.29, we get to know that there are customers who are sensitive to price. So introducing new

lower cost products and offering EMI or Pay Later scheme to capture this segment of buyers.

5.High Value Purchasing Customers

As indicated by the 75th percentile transaction value at \$1011.66 that there is a good proportion of customers who buy high valued products. For this segment of people premium products can be launched to earn a good revenue.