

Business Insights Derived from EDA

-Done By: Rama Krishna Chaithanya Seela

- 1. Customer Distribution:** The majority of customers are from South America, indicating a strong market presence in this region. This suggests that marketing efforts should be concentrated here to maximize engagement and sales.
- 2. Product Category Performance:** The electronics category has the highest sales, suggesting a focus area for marketing efforts. This could be leveraged to introduce new products or promotions in this category to further boost sales.
- 3. Seasonal Trends:** There is a noticeable increase in transactions during the holiday season, highlighting a seasonal trend. Businesses should prepare for this peak by ramping up inventory and marketing campaigns to capture the increased consumer spending.
- 4. Customer Onboarding Success:** Customers who signed up in the last year have a higher average transaction value, indicating effective onboarding. This suggests that the strategies used to attract and retain new customers are working well and should be continued.
- 5. Repeat Customer Importance:** A significant portion of transactions are made by repeat customers, emphasizing the importance of customer retention strategies. Implementing loyalty programs could further enhance customer loyalty and increase transaction frequency.
- 6. Customer Distribution:** The highest number of customers is from South America, indicating a potential market opportunity in this region. Targeted marketing strategies could be developed to engage this demographic more effectively.
- 7. Average Transaction Value:** South America has the highest average transaction value, suggesting that customers in this region are willing to spend more.
- 8. Top Products:** The top-selling products include ActiveWear Smartwatch and SoundWave Headphones, both from electronics category indicating popular categories that could be promoted further.
- 9. Customer Purchase Frequency:** A significant number of customers make multiple transactions, highlighting the effectiveness of customer loyalty programs. Analyzing the purchasing behaviour of these customers can provide insights into how to further enhance their shopping experience.

Conclusion

The EDA has provided valuable insights that can guide strategic decisions in marketing, product focus, and customer engagement. By leveraging these insights, businesses can optimize their strategies to enhance customer satisfaction and drive sales growth.