

Task - 1

Business Insights

1. Transaction Trends Over Time

- Monthly transaction patterns reveal seasonality in sales.
- Higher transaction volumes are observed during specific months.
- Helps in planning marketing campaigns and inventory stocking.

2. Top 10 Products by Sales

- Identifies best-performing products contributing most to revenue.
- Enables businesses to focus on promoting high-demand items.

3. Regional Sales Distribution

- Visualizes sales contribution by region.
- Highlights potential regions for growth or expansion.

4. Customer Spending Segmentation

- Analyzes customer spending distribution.
- Highlights high-value customers for targeted marketing.

5. Category-Wise Analysis

- Examines sales distribution across categories.
- Provides insights for category-level inventory and promotions.

6. Customer Retention and Loyalty

- Loyal customers generate significant revenue.
- Focus on retention strategies for repeat buyers.

7. Customer Acquisition Trends

- Monitors new customer acquisition over time.
- Helps assess the effectiveness of marketing campaigns.

8. Churn Analysis

- The churn rate indicates customers making only one purchase.
- Identifies revenue loss due to churn for corrective actions.