

# Business insights from EDA

## 1. Customer Distribution by Region

South America hosts the majority of customers, indicating it is the most significant revenue-contributing region. This dominance highlights the need to focus marketing and retention strategies in this region. Other regions, like Europe and Asia, could represent untapped opportunities. Businesses can analyze reasons for the disparity and explore regional-specific offers to grow their footprint outside South America.

## 2. High-Value Transactions Potential

The highest transaction value is \$1991.04 by a South American customer, Aimee Taylor. This reveals a potential for premium offerings and highlights that some customers are willing to spend significantly. Businesses could identify high-value customers and offer exclusive products or incentives tailored to their preferences.

## 3. Most Sold Product

SoundWave Jeans, under the Clothing category, emerged as the top-selling product. This reflects strong demand for casual and affordable fashion products. Expanding this product line or introducing complementary products (e.g., jackets or sneakers) could capitalize on this interest. Running targeted campaigns for similar demographics might also yield higher sales.

## 4. Price Range and Distribution

The average price of products is \$267.55, with prices ranging from \$16.08 to \$497.76. The wide pricing range suggests a need for careful segmentation. Low-cost products cater to budget-conscious buyers, while premium products meet the expectations of high-spending customers. Tailored marketing strategies for each segment can maximize customer reach and revenue.

## 5. Customer Transactions and Loyalty

The highest number of transactions was performed by Kelly Cross from Asia. This points to opportunities for designing loyalty programs aimed at repeat customers. Fostering customer relationships through exclusive benefits or rewards could drive retention and encourage more frequent purchases, particularly in regions with growth potential.

