

## Understanding from the Project

- Customer Purchase Behavior:
  - We've pinpointed which product categories are really hitting the mark with customers, like Electronics and Clothing.
  - We've also taken a closer look at how different age groups and genders prefer to shop.
- Financial Performance:
  - We've analyzed both Net and Gross Amounts to get a clear picture of overall sales performance.
- Demographic Insights:
  - It turns out that the 25–45 age group is the most active when it comes to buying.
  - We've mapped out where our customers are located, with Mumbai, Delhi, and Bangalore leading the pack.
- Discount Effectiveness:
  - We've measured which discount campaigns are the most popular, and "NEWYEARS" is definitely a standout.
  - We've gained insights into how sensitive customers are to discount offers.
- Purchase Method Trends:
  - We've looked into how different product categories connect with various purchase methods and customer preferences.
- Gender-wise Trends:
  - We've observed distinct buying patterns across genders for different age groups.

## Benefits of this Project

- Data-Driven Decision Making:
  - This helps business owners and marketing teams make smarter, evidence-based choices.
- Optimized Marketing Strategies:
  - We can focus promotions on popular locations, demographics, and top-selling product categories.
  - Personalizing offers and campaigns based on customer profiles is key.
- Revenue Growth Opportunities:
  - By identifying the most effective discount strategies, businesses can ramp up future sales.

- Customer Segmentation:
  - This allows for better segmentation based on age, gender, and location, making targeted marketing easier.
- Improved Inventory Management:
  - We can concentrate on stocking high-demand categories like Electronics and Clothing to meet customer needs effectively.
- Strategic Planning:
  - Understanding customer behavior patterns aids in planning future product launches, regional expansions, and promotional events.
- Enhanced Customer Experience:
  - Delivering the right product at the right price to the right customer leads to greater satisfaction and loyalty.