

Exploratory Data Analysis Report

Business Insights

1. **High Revenue Products:** Products in categories like "Electronics" and "Books" tend to have higher prices (e.g., ActiveWear Smartwatch and BookWorld Biography). Promoting these products in high-demand regions could maximize revenue.
2. **Regional Preference Trends:** Customers in " South America " and " Europe " form a significant part of the dataset. Tailoring region-specific promotions and campaigns for these areas can enhance customer engagement and sales.
3. **Signup Trends:** Many customers signed up in 2024. The company can analyze the promotional strategies from that year to replicate similar campaigns for customer acquisition in the future.
4. **Frequent Product Purchases:** Certain products like "ActiveWear Smartwatch" have been purchased multiple times by various customers. Creating bundles or offering discounts on such popular products can further boost sales.
5. **Top Performing Customer Segments:** Customers with high transaction values or large purchase quantities can be targeted for loyalty programs or exclusive offers to retain them and encourage repeat purchases.

Conclusion

The EDA revealed critical insights into regional performance, customer spending habits, and product popularity. These findings can guide future marketing and inventory strategies to maximize revenue.