

Business Insights – Task-1

➤ **Which Category of the Items Are Mostly Sold:**

Analyzing product sales by category helps identify which products drive the most business. Categories like Books, Electronics, Home Decor, and Clothing cater to different customer segments. Recognizing top-selling categories allows businesses to allocate resources efficiently, stock inventory accordingly, and target marketing efforts where they'll have the most impact. For example, if 270 books and 254 electronics are sold the most, businesses can focus on increasing stock and launching promotions. Introducing new items also helps increase sales and attract new customers, while guiding pricing strategies and seasonal campaigns to maximize revenue.

➤ **Which Region of People Are Buying the Most Products:**

Sales performance varies by region, making it important to understand which areas contribute the most to revenue. By identifying top-performing regions, businesses can tailor offerings to local buying patterns. For instance, if South America has the highest sales, businesses can increase advertising efforts and optimize logistics. Regional analysis helps pinpoint underserved areas and identify new markets for expansion. It also aids in adjusting inventory allocation based on demand patterns, ensuring products are available where they're most in demand.

➤ **Which Price Range Products Are Sold Most:**

Understanding the most sold price ranges offers insights into customer spending behavior. For example, if products in the \$0–\$100 range sell the most, it shows price sensitivity. This insight is crucial for pricing strategies, as businesses can focus on offering more products within popular price ranges to increase sales. Targeted discounting and bundling strategies can align with customer habits. If premium-priced products underperform, businesses may need to reconsider pricing or enhance their value propositions to boost sales.

➤ **At What Date and Time Most Sales Happened:**

Analyzing sales by date and time helps identify peak shopping periods. For example, if sales peak on certain days or during holidays, businesses can prepare for higher demand with targeted promotions and ensure adequate server capacity. Time-based analysis also highlights daily peaks, guiding decisions on when to run flash sales or time-limited offers. Understanding these trends allows businesses to tailor marketing strategies, adjust store hours, staffing, and inventory, ensuring optimal operations during high-traffic periods and maximizing profitability.

➤ **Average Order Value (AOV):**

The Average Order Value (AOV) metric measures typical spending per transaction and helps businesses assess pricing strategies. A higher AOV suggests that customers

are buying more items or opting for higher-priced products. By monitoring AOV, businesses can identify opportunities to upsell or cross-sell. For example, bundling related products or offering discounts on larger purchases can increase AOV. Tracking changes in AOV over time helps evaluate the effectiveness of pricing strategies, promotions, and customer retention efforts, providing valuable insights for improving overall profitability.