

## **Business Insights**

Based on the EDA output, I can formulate the following business insights:

1. **Regional Customer Base:** " South America " and " North America " have a high number of customers compared to other regions, accounting for 300 and 250 respectively, indicating potential markets to target with localized marketing efforts. "Europe" and "Asia" still require attention.
2. **Books Category Lead:** The "Books" category appears to be the most popular based on the transactions, followed by "Electronics," and then the others. A focus on maintaining a wide variety in books should be a priority.
3. **Variable Transaction Quantities:** The transaction quantity varies from 1 to 4 per purchase, this would suggest that the majority of purchases are individual items and not bulk buying.
4. **Product Price Disparity:** A large range of product prices is present, ranging from ~ 0 to over 2000, indicating both low and high-end consumer opportunities. A marketing approach that differentiates these product lines could be beneficial.
5. **Transaction Dates Throughout Year:** There is data present from all months of the year, indicating there is no particular season where there is a spike of purchases. Therefore consistent marketing throughout the year is recommended.