

Business Insights from EDA

Insight 1: Regional Customer Distribution

The majority of customers are concentrated in specific regions, indicating higher engagement in these areas. Marketing efforts can focus on underrepresented regions to expand the customer base and drive growth.

Insight 2: Category-Wise Price Analysis

Certain product categories have significantly higher average prices, suggesting a potential premium segment. Introducing mid-tier options might attract price-sensitive customers and improve overall sales diversity.

Insight 3: Transaction Trends

Transaction volumes peak during specific periods, indicating seasonal demand. Businesses can optimize inventory planning and targeted promotions around these peak times to maximize sales and revenue.

Insight 4: High-Value Customers

A small group of customers contributes disproportionately to total revenue, emphasizing the importance of loyalty programs and personalized experiences for these high-value segments.

Insight 5: Product Performance

Some products consistently generate higher revenue regardless of the quantity sold, highlighting their strong demand. Expanding this product line or offering complementary products could drive additional growth and customer satisfaction.