

Business Insights from EDA

1. Most Popular Product:

The top 10 products account for a large percentage of the total sales volume. These products should be given more importance in inventory management and marketing campaigns to maintain their popularity and generate maximum revenue like example Activewear Smartwatch, Sound Wave Headphones Home Sense Desk Lamp, etc.

2. Region with highest revenue:

South America and Europe account for a large share of total revenue. Focus marketing effort and inventory allocation towards North America to capitalize on revenue. Region specific promotions in such regions can have a positive effect on customer retention and revenue build-up.

3. Seasonal transactions trends:

Sales peak during January and from July to September. Strategic promotional campaigns during these times can leverage the seasonal demand to boost sales. Transaction data shows peaks before the starting of schools, colleges and before the winter.

4. Customer signups over time:

There was a spurt in customer signups during certain months, which may be associated with successful promotional campaigns. These patterns can be analysed to replicate and fine-tune such strategies to attract more customers.

5. Product Category Performance:

The largest revenue making category is Books and Electronics making sales contribution of about 26% of total sales, while Home Decor is the least revenue generator of only 23%. Re-branding underperforming categories and expanding on the Electronics and books product line can strengthen sales.

6. Customer Lifetime Value (CLV):

Based on their spending find the most spending customers and send more recommendation and offering coupons and vouchers increase our sales and we can build good customer-company relationship.