

Business Insights Derived from EDA

1. Customer Concentration:

The majority of customers are located in North America and the rest of the countries have almost the same number of customers. This concentration suggests that these regions are critical markets where targeted marketing efforts can yield higher engagement and conversion rates.

2. Sales Growth Trends:

Monthly sales data shows a consistent upward trend over the past year, particularly during the summer and holiday seasons. This indicates that promotional strategies during peak periods are effective and should be expanded to maximize revenue.

3. Regional Spending Differences:

Average transaction values vary significantly by region, with Europe customers spending more than those in other regions. Tailoring pricing strategies and promotional offers to different segments can enhance profitability.

4. Product Performance Focus:

A small number of products account for a large percentage of total sales. Identifying these bestsellers allows for optimized inventory management and focused marketing strategies to promote these high-performing products.

5. Seasonal Shopping Patterns:

There are distinct seasonal patterns in transaction volumes, especially spikes during December. Recognizing these patterns enables businesses to plan seasonal promotions effectively and align inventory with expected demand.

Summary

The EDA has provided valuable insights into customer demographics and sales trends, highlighting opportunities for targeted marketing, optimized pricing strategies, and effective inventory management. These insights can guide strategic decisions to enhance business performance.