

Exploratory Data Analysis (EDA) Report

Task 1: EDA Report

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Business Insights

Insight 1:

1. Region Distribution: Most customers are concentrated in a few key regions, suggesting targeted marketing efforts in these areas could yield better results.

Insight 2:

2. Product Popularity: Certain product categories generate significantly higher sales. This highlights the importance of maintaining sufficient stock for these items.

Insight 3:

3. High-Value Customers: A small percentage of customers contribute to a large portion of the revenue. Creating a loyalty program for these customers could increase retention and revenue.

Insight 4:

4. Seasonal Trends: Transactions show a clear seasonal pattern with spikes during specific months. Aligning promotions and inventory during these periods could maximize sales.

Insight 5:

5. Signup Trends: Customer signups peaked during specific campaigns or promotions, emphasizing the importance of effective promotional strategies.