Exploratory Data Analysis (EDA) and Business Insights 1. Customer Distribution by Region

- Customers are distributed across various regions, with some regions having a significantly higher number of customers.

- This insight helps in targeting underrepresented regions with marketing campaigns.

2. Best-Selling Product Categories

- Certain product categories dominate sales, indicating customer preferences.

- The company can optimize inventory management and promotions for these categories.

3. Top-Selling Products

- Some specific products are bought in significantly higher quantities than others.

- These products can be bundled with complementary items to drive additional sales.

4. High-Value Transactions

- A subset of transactions has a notably higher total value.

- These transactions likely involve bulk purchases or premium items, warranting personalized engagement with such customers.

5. Frequent Customers

- Some customers exhibit repeat purchasing behaviour, contributing to a large portion of sales.

- Implementing a loyalty program could incentivize repeat purchases and enhance customer retention. **Conclusion**

- By leveraging these insights, the company can develop targeted marketing strategies, optimize inventory, and enhance customer engagement to drive revenue growth.

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Customer Distribution by Region

Most Frequent Customers (Number of Transactions)

Distribution of Transaction Values

Top-Selling Products

Best-Selling Product Categories