

Exploratory Data Analysis (EDA) and Business Insights

BUSINESS INSIGHTS

1. Customer Spending Behavior:

- High-spending customers contribute disproportionately to revenue, indicating potential for loyalty programs
- A small percentage of customers account for the majority of transactions.

2. Seasonality Trends:

- Sales exhibit peaks during specific months, suggesting seasonal demand fluctuations.
- Targeted marketing campaigns around peak months can enhance revenue.

3. Product Preferences:

- Certain product categories have higher purchase frequencies.
- Cross-selling opportunities exist for frequently co-purchased items.

4. Churn Risk Identification:

- Customers with high recency values and low transaction frequency may be at risk of churn.
- Implementing re-engagement strategies can improve retention.

5. Regional Sales Performance

- Specific regions demonstrate stronger sales trends.
- Regionalized pricing and promotions may enhance customer engagement.