

Executive Summary: Analyzing TerpBuy

Based on the thorough analysis of the TerpBuy database, several key insights and recommendations have emerged that can guide the company in making informed business decisions.

Expenses indicate diverse purchases, including electronics, outdoor equipment, fashion, and recreational items, reflecting varied interests and needs.

The dataset comprises products spanning different categories: sports gear like 'Nike Mens Comfort 2 Slide' in 'Tennis & Racquet' category, technology items such as 'Dell Laptop' in 'Computers', and 'Toys' in the 'Fan Shop', illustrating a wide price range from \$11.54 to \$1500.00.

The data presents the number of delayed shipping orders in various cities. Bangalore has the highest with 51 delayed orders, followed by Mumbai and Pune with 45 and 41 delayed orders respectively.

The dataset reveals customer counts based on segments. 'CONSUMER' segment has the highest count with 2312 customers, followed by 'CORPORATE' with 1312 customers and 'HOME_OFFICE' with 837 customers.

The data includes state abbreviations for various states in the United States.

The data provides order counts for various cities, with Caguas having the highest count at 243. Chicago, Los Angeles, New York, and Brooklyn follow, but with significantly fewer orders. The list encompasses a wide range of cities across the United States, showcasing varying levels of order activity.

There is a total 1144 unique customers are there who have total order value more then average order value of total order.

Top 5 Customers by Order Amount:

- Mary Smith: \$58,575.25
- James Smith: \$4,989.65
- Patricia Smith: \$3,589.55
- Angela Smith: \$2,949.67
- Katherine Smith: \$2,829.75