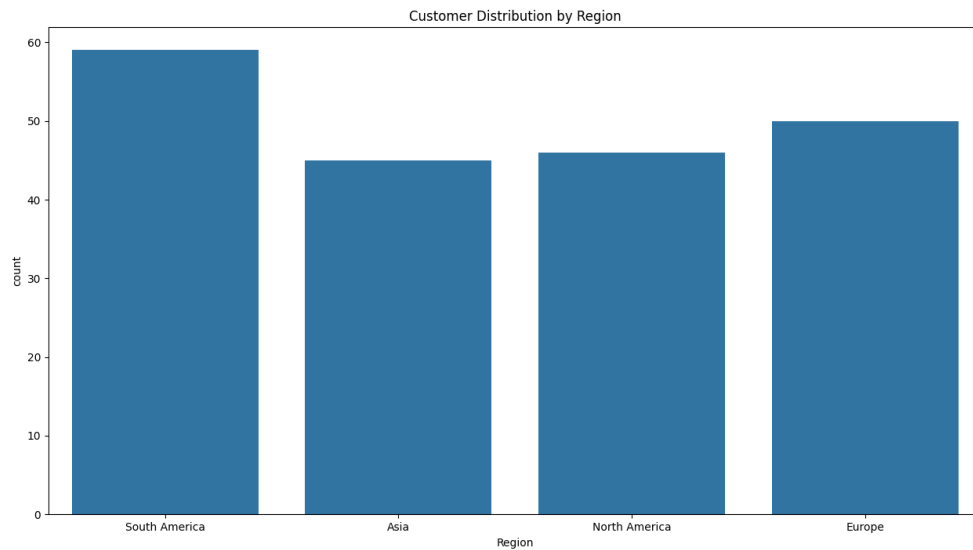


Key Business Insights:

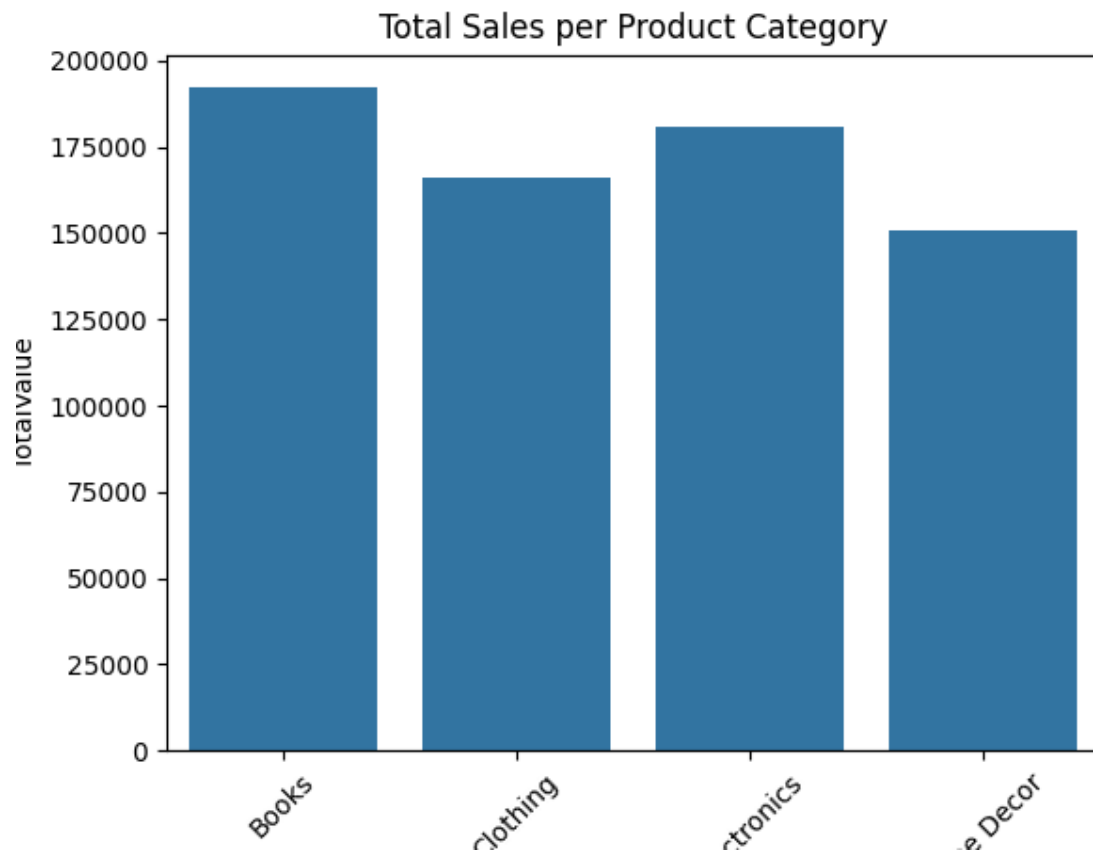
1. Customer Distribution by Region:

- The count plot shows which regions have the highest number of customers.
- If a particular region dominates, this suggests a market concentration, indicating where marketing efforts should be focused.



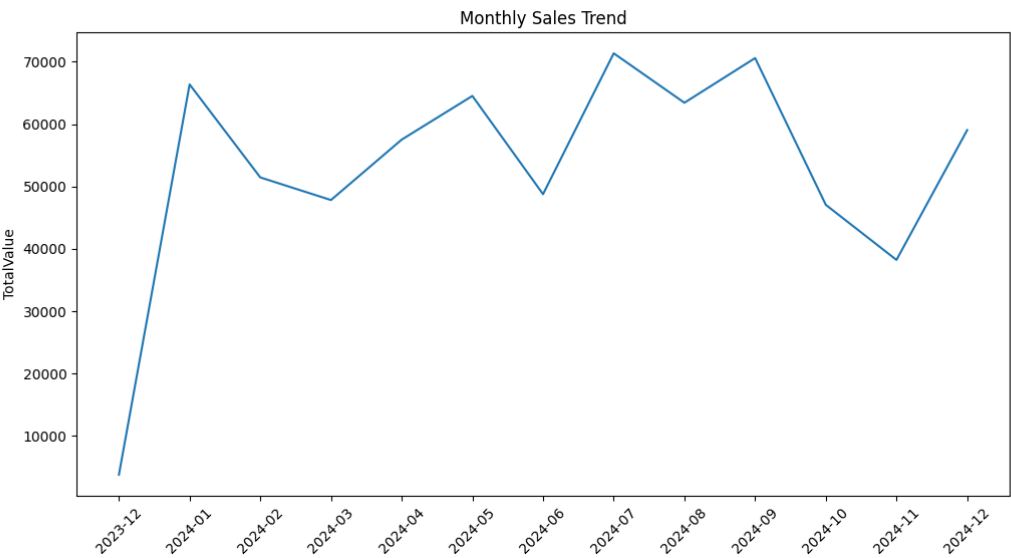
2. Total Sales per Product Category:

- The bar plot shows which product categories generate the highest revenue.
- If some categories underperform, promotional strategies may be needed to boost sales.



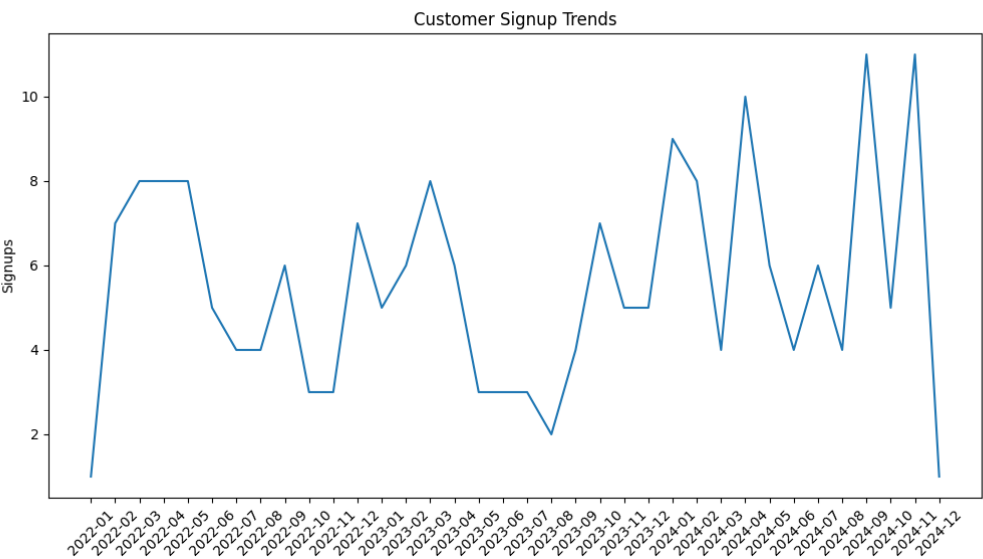
3. **Monthly Sales Trend:**

- The line plot displays sales fluctuations over time.
- If we see seasonality, the business can prepare for peak demand periods by stocking up inventory or running targeted campaigns.



4. **Top 10 Customers by Spend:**

- The highest spenders are identified.
- These customers are ideal candidates for loyalty programs and personalized marketing.



5. Customer Purchase Frequency and Recency:

- This insight analyses how often customers make purchases and the recency of their latest transactions.
- It can help identify loyal, frequent buyers versus one-time or infrequent customers.
- You can segment your customers into categories like "active," "churning," or "new" based on their last purchase date and frequency of purchases.
- This insight can guide customer retention strategies and personalized marketing efforts.

