

Business Insights

1. The dataset contains a diverse set of customers distributed across regions, with 'South America' and 'Asia' having the highest concentration. This suggests these regions might be key drivers for revenue and require targeted marketing strategies.
2. The transactions dataset reveals seasonal trends, with certain months showing higher sales volumes. Businesses can capitalize on these trends by aligning inventory and promotional activities accordingly.
3. The analysis of product data highlights a few high-demand products that contribute significantly to overall sales. Focusing on these products can help optimize supply chain and increase profitability.
4. Customer retention analysis indicates that customers with longer signup durations are more likely to make repeat purchases. Loyalty programs can be introduced to foster long-term relationships with new customers.
5. Cross-referencing transactions and products shows opportunities for product bundling. Certain product combinations are frequently bought together, presenting an avenue for upselling and increasing average order value.