

Business Insights

Here are five business insights derived from the EDA:

- **Regional Opportunities:**

South America leads with 59 customers, making it a key market for the business. However, Europe (50 customers) and North America (46 customers) also show significant potential. Targeted marketing campaigns and localized promotions in these regions could help increase customer acquisition and balance growth. For instance, leveraging regional preferences or partnerships with local influencers could drive engagement. Furthermore, Asia, with 45 customers, is also an under-tapped market that may benefit from culturally tailored campaigns. By diversifying efforts across regions, the company can reduce dependency on South America while broadening its overall market reach.

- **Product Popularity:**

Books and Electronics, each with 26 unique products, dominate the product portfolio, reflecting strong customer interest in these categories. Offering bundled deals, such as pairing an electronic gadget with related books, could increase average order value. Additionally, these categories represent an opportunity to cross-sell and upsell, especially during promotional events like back-to-school sales or tech-themed campaigns. Expanding inventory in these high-demand areas and tracking bestseller trends could further capitalize on customer preferences. Highlighting these products through advertisements or personalized recommendations would likely enhance their visibility and boost sales.

- **Seasonal Sales Trends:**

The highest transaction volume was observed in January 2024, with 107 transactions, likely due to post-holiday shopping. This suggests a trend where customers actively spend after the holiday season. Planning exclusive New Year promotions, clearance sales, or loyalty rewards during this period can help the company maximize revenue. Analyzing specific products driving these transactions can also guide future inventory management. Additionally, creating urgency through limited-time offers during this peak season can further incentivize purchases, ensuring the company capitalizes on high customer engagement.

- **Missed Holiday Opportunities:**

December 2023 recorded only 4 transactions, a stark contrast to the January peak. This indicates a missed opportunity to tap into holiday spending. To address this, the

company should implement targeted festive promotions, such as Christmas discounts, holiday bundles, or free shipping incentives. Social media campaigns highlighting gift ideas and early-bird offers could also drive pre-holiday sales. Moreover, offering tailored recommendations based on customer purchase history can make holiday shopping easier and more appealing. Strengthening promotional efforts in December could help boost sales and build momentum for the post-holiday season.

- **Balanced Product Distribution:**

The product categories are evenly distributed across Books, Electronics, Clothing, and Home Decor, attracting a broad customer base. This balanced portfolio mitigates over-reliance on any single category, ensuring stability in revenue streams. Analyzing sales within each category can help identify opportunities to expand high-performing segments. For example, introducing seasonal or trend-based products, such as holiday decorations or summer apparel, can enhance category performance. This diversity also positions the company to cater to a wide range of customer preferences, making it adaptable to changing market trends and customer needs.