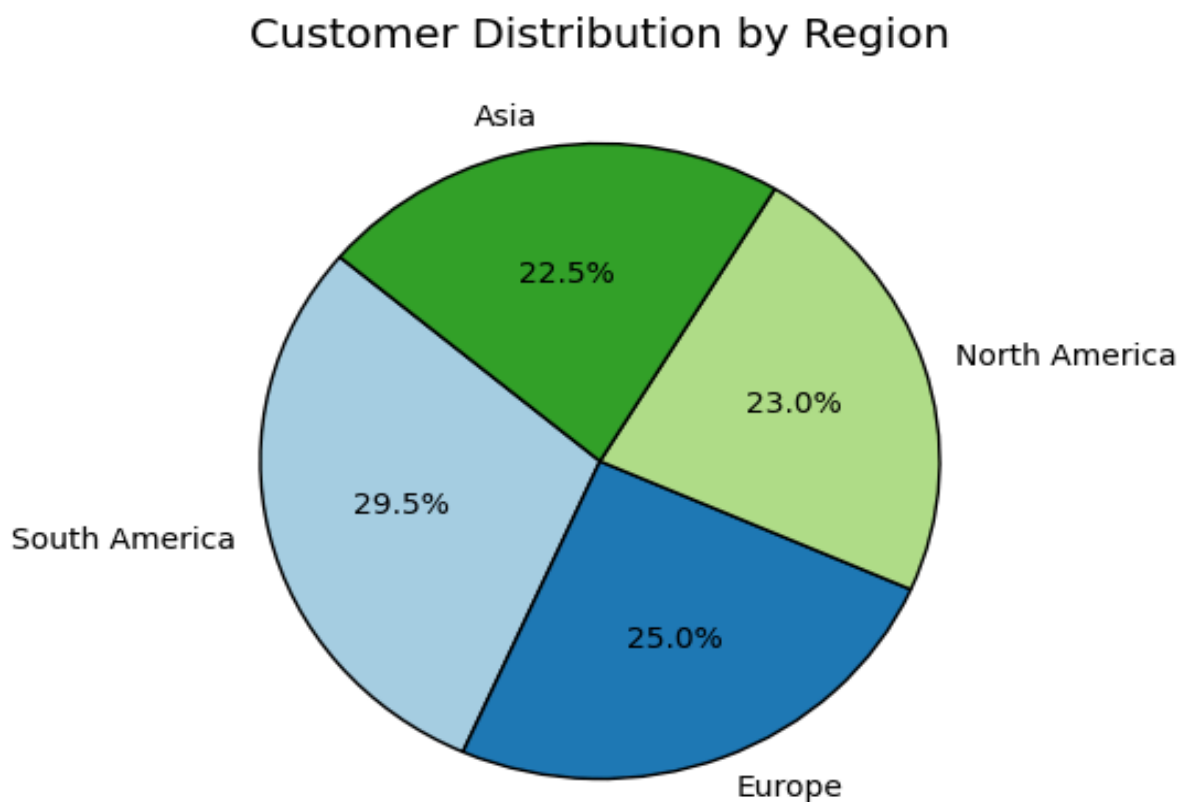


BUSINESS INSIGHTS

1 - Customer Distribution by Region

First from the Customer Table I have checked that which regions are present in our data and how our customers are spread in that data.

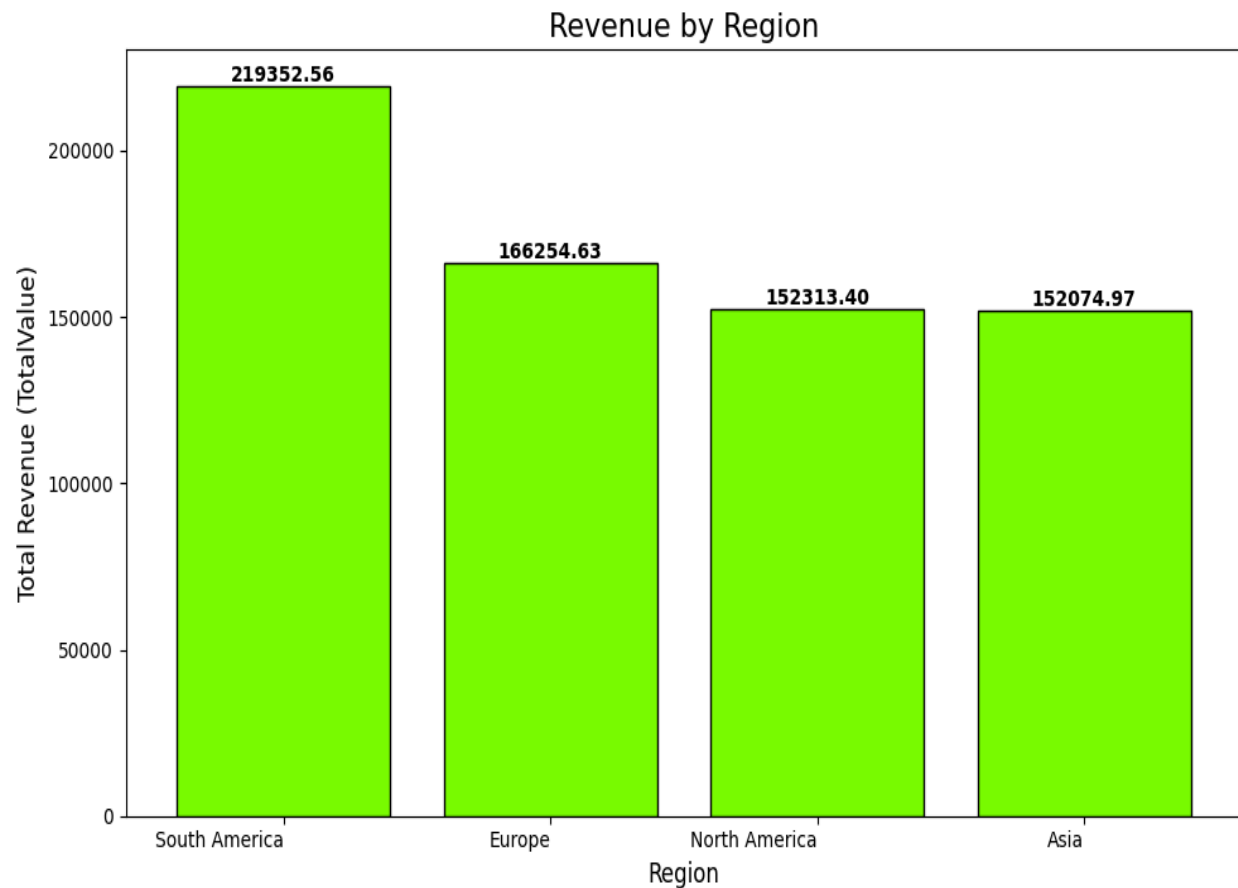


So by looking at the above image we have 4 region.

We have most of our customer from South America , Europe and least from Asia and North America.

We can host or build new shop there so people can directly interact

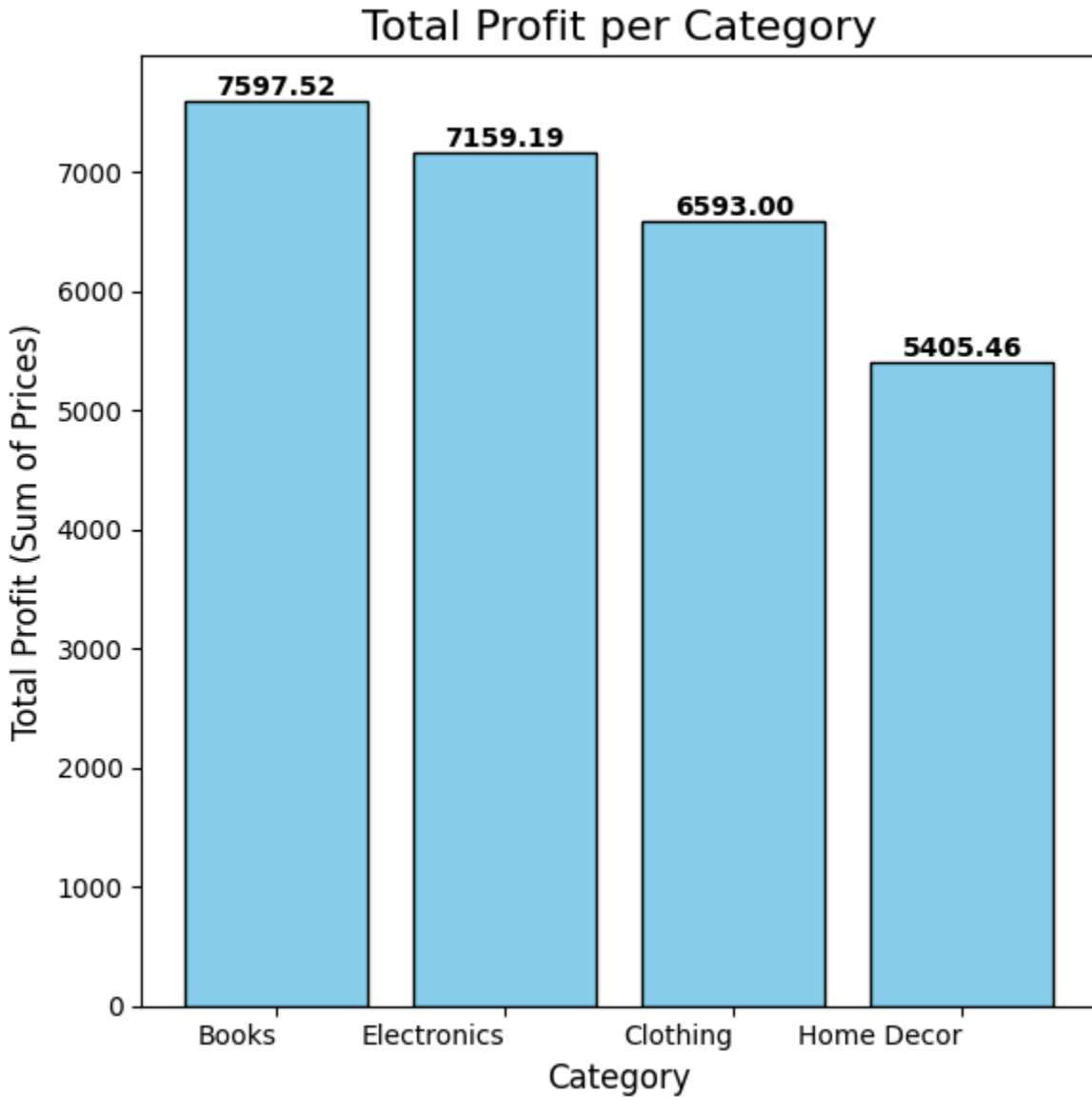
2 - Revenue by Region



Here it is different from above we can clearly see that although Asia has low region covered but it gives us stable profit than that of Europe and North America so we have to increase our sales in Europe and North America and increase the customers in Asia.

There is no problem with South America as it was showing right amount of profit as region covered.

3 - Total Profit per Category

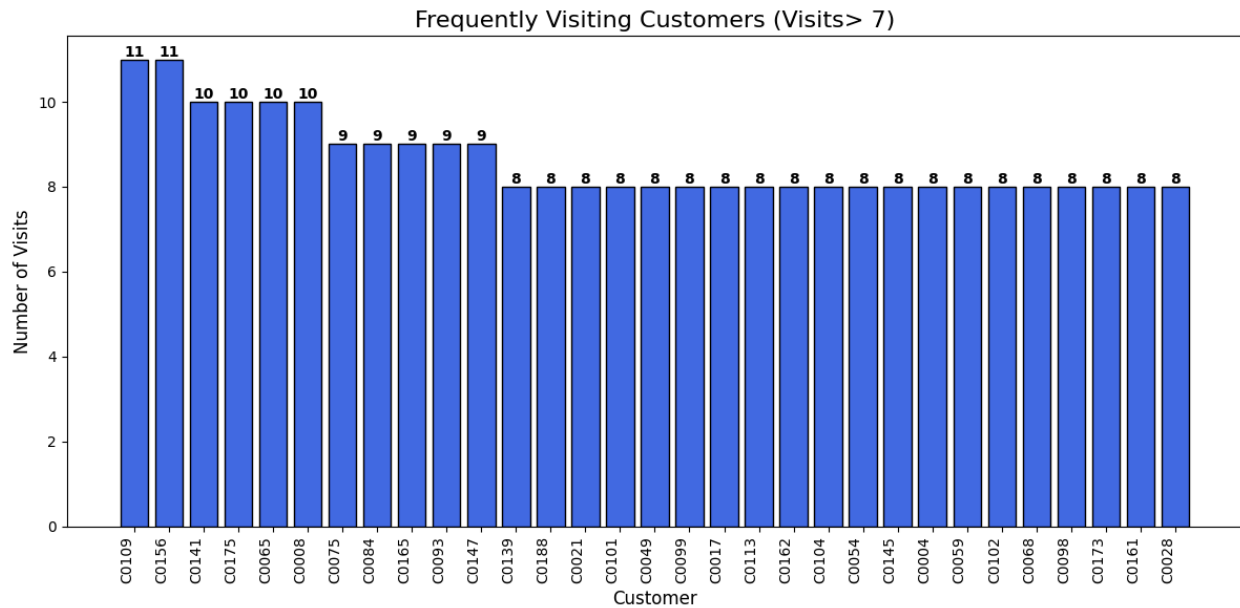


Now lets check profit per categories as there are mainly 4 categories in our data .

From above graph we can say that Books and Electronics and clothing Items are the ones that are giving us more profit it is common also people generally buy first there basic needs.

Home decor has the least sales so we have to do something about it like give some discount or black friday sale something like that so that people will attract more to that item.

4 - Frequently visiting customer



Above is the graph of frequently visiting customer means which are our regular customer which are visiting our shop on regular basis

4 - Profitable customer

Above is the graph of frequently visiting customer means which are our regular customer which are visiting our shop on regular basis from that lets check if that customer is regular buyer or hes just visiting

So below are some insight that I got

```
'C0141', 'C0054', 'C0065', 'C0156', 'C0188', 'C0059', 'C0028', 'C0099',  
'C0165', 'C0104', 'C0175', 'C0102', 'C0068', 'C0075', 'C0173', 'C0145',  
'C0101', 'C0109', 'C0021', 'C0004', 'C0093', 'C0113', 'C0162', 'C0017',  
'C0084', 'C0008', 'C0139', 'C0098', 'C0161', 'C0147', 'C0049'
```

So these are our customer which we cannot lose at any cost.

We have to take utmost care of them by giving good customer services our give some prime memberships.

5 - Top 3 Profitable customer

From above data I have find our golden customer like which are buying our product than any another customers

CustomerID	Total value
C0141	10673.87
C0054	8040.39
C0065	7663.70
C0156	7634.45
C0082	7572.91

To these customers we can give them Special service above prime like special private manager to them so he can easily take care of there need.

So these are my insights from the given data

Regards
Abhishek