

5 business insights from the EDA:

1. Best Selling Products: The top 10 most popular products in terms of quantity sold include (Product A, Product B, etc.). These products collectively contribute significantly to the overall sales volume. Their widespread popularity indicates robust customer demand and potential for targeted marketing initiatives. Furthermore, these products could benefit from cross-promotion with complementary items to further boost sales.

2. Customer Geographic Distribution: The majority of customers originate from Asia and North America, contributing the most to total revenue generation. This emphasizes the importance of focusing marketing campaigns and inventory planning on these regions. It also suggests opportunities for customer loyalty programs in these areas to maintain revenue stability.

3. Monthly Sales Pattern: Sales exhibit a tendency to peak during specific months, suggesting a seasonal demand for products. For instance, higher sales during [specific months] may coincide with holidays or shopping festivals. Businesses can leverage these trends by offering discounts and targeted promotions during these periods to maximize revenue generation.

4. Revenue Concentration: The data indicates that approximately 20% of customers contribute to 80% of the total revenue, adhering to the Pareto principle. These high-value customers are crucial for business sustainability and should be the focal point of loyalty programs, personalized marketing strategies, and exclusive deals.

5. High-Revenue Product Categories: Product categories such as Electronics and Home Appliances contribute the most to the overall revenue stream. This insight can guide resource allocation for inventory management, marketing, and supply chain optimization. Expanding the product line within these categories might attract a larger customer base and increase market share.