

Task 1: Exploratory Data Analysis (EDA) and Business Insights

Insights :

1. Popular Products : ooks are the most purchased items by customers, making them the best-selling category. After books, Home Decor, Electronics, and Clothing are also very popular. Since these categories are in high demand, focusing on them during sales or promotional campaigns can help attract more customers. By offering discounts, special offers, or bundles on these items, businesses can increase sales and earn more revenue. Promoting these categories effectively can also encourage repeat purchases and build customer loyalty.
2. Well-Managed : All product categories have a good balance, meaning no category has too much or too little stock. This shows the inventory is managed well. Customers can find what they need in any category without running out of options. It also helps the business avoid having too much or too little stock. This keeps customers happy and the business running smoothly.
3. Increasing Customer Signups: Customer registrations have grown steadily from 2022 to 2024, with the highest signups recorded in 2024, showing the platform's growing popularity. This is a good chance to promote target marketing to attract more customers.
4. Strategic Marketing Potential: The combination of growing customer numbers and high-demand products creates an excellent opportunity for tailored marketing campaigns.
5. Areas for Growth: Promoting popular products while maintaining balanced inventory levels can help sustain growth and meet customer needs effectively.