

Insight 1: Customer Spending Habits

- **Typical Spending:** Most transactions fall in the **250-500 USD** range, showing a clear preference for mid-range spending.
- **High-Value Transactions:** Rare transactions above **1500 USD**, likely reflecting niche customers or bulk buyers.
- **Opportunity:** Focus on products and services in the **250-500 USD** range to target typical buyers effectively. Explore the factors behind high-value transactions to tap into premium or bulk-buying segments.

Insight 2: Price vs. Quantity Trends

- **Purchasing Patterns:** Customers buy in **discrete quantities** (1-4), with low-priced products (**0–100 USD**) dominating all quantities.
- **High-Price Purchases:** High-priced items (**>300 USD**) are typically bought in smaller quantities (1 or 2).
- **Diverse Preferences:** No clear correlation between price and quantity, suggesting diverse customer buying behaviors. High-priced products likely cater to niche markets, while low-priced items attract broader purchases.

Insight 3: Customer Spending Segments

- **Spending Ranges:** Majority of customers spend between **2000-4000 USD**, with fewer spending over **6000 USD**.
- **High Spenders:** Customers exceeding **8000 USD** are rare, indicating a small premium or bulk-buying segment.
- **Focus Area:** Retain mid-range spenders (2000-4000 USD) while identifying opportunities to engage high spenders for growth.

Insight 4: Best-Selling Products

- **Top Products:** P059, P029, and P048 lead the sales, contributing significantly to total sales.
- **Growth Opportunities:** Products ranked 4th-10th (P057, P061, P079, P062, P020, P054, P022) present growth potential with targeted promotions.
- **Inventory & Pricing:** Focus inventory on top-sellers, bundle lower-performing products with popular ones, and implement premium pricing for top products while offering discounts for slower sellers.

Insight 5: Sales Trends & Seasonality

- **Declining Sales:** Total sales show a steady decline from **70,000 to 40,000**, dropping **5,000–10,000 each month**.
- **Potential Causes:** Reduced market demand, increased competition, or internal issues such as product quality or marketing strategy.
- **Actionable Steps:** Calculate monthly percentage decreases to analyze the rate of decline, and implement corrective actions like enhanced marketing, improved product quality, or strategic pricing adjustments to reverse the trend.