

Exploratory Data Analysis (EDA) Report

Business Insights

1. **High-Value Customers Drive Revenue:** A small percentage of customers contribute to the majority of sales, indicating the presence of high-value customers.
2. **Seasonal Trends in Transactions:** Transactions show periodic spikes, suggesting seasonality in purchase behaviour. Strategic marketing campaigns can target these peak periods.
3. **Product Preferences Differ by Region:** Certain product categories are more popular in specific regions, highlighting the need for localized marketing strategies.
4. **Customer Retention Needs Improvement:** Many customers make only a single purchase. Implementing loyalty programs could enhance retention.