

## Business Insights using EDA:

1. According to frequency count, the best-selling items are the ActiveWear Smartwatch, SoundWave Headphones, SoundWave Novel, ActiveWear Jacket and ActiveWear Rug; the least-selling items are the ComfortLiving Laptop, ActiveWear T-Shirt, ComfortLiving Rug, SoundWave Bluetooth Speaker and ComfortLiving Desk Lamp.
2. In terms of retention rates, the average quarterly rate is 70%, monthly retention is 31% and overall retention is 25%. The month of July had the greatest monthly retention rate (43%).
3. It typically takes 228 days, or around seven months, for a user to complete their first transaction after signing up. An odd finding, however, is that 62 out of 200 clients took an average of five months to open an account following their initial transaction.
4. A customer's average transaction is five and their average total spending is Rs. 3467. The top ten customers with the most transactions are [C0156, C0109, C0175, C0141, C0065, C0008, C0084, C0075, C0165, C0147]. The customer having the

highest transaction is 11. The top ten customers who spend the most money are [C0141, C0054, C0065, C0156, C0082, C0188, C0059, C0028, C0099, C0165]. A customer who has spent most amount is 10673.

5. 30% of overall sales came from the second quarter (July–September). The region South America had the highest sales in every quarter. The highest percentages were 33% in Q-2 and 36% in Q-3. In three of the four quarters, books had the highest sales, with the highest percentage of 29% in Q-3.
6. An odd finding is that the majority of transactions occur on Tuesday (163) and Wednesday (158), whereas the fewest transactions occur on Friday (125), Saturday (126) and Sunday (139). However, revenue is lowest on Saturday and highest on Wednesday. South America accounts for 38% of sales on each Thursday and Friday. The book category accounts for 38% of sales on Wednesday, while the electronics category accounts for 34% on Sunday.

## Region wise top Revenue-Generating Days

Region	Most sales
Asia	Sunday
Europe	Monday
North America	Saturday
South America	Thursday

## Category wise top Revenue-Generating Days

Category	Most sales
Books	Wednesday
Clothing	Saturday
Electronics	Sunday
Home Decor	Sunday