

Business Insights

After performing the EDA, analyzing the data to generate the business insights. These insights should be data-driven and provide actionable information.

Here are 5 example business insights:

1. **Insight 1: Price Impact on Total Value** Higher-priced products tend to result in larger total transaction values, but the volume of transactions for higher-priced products is lower compared to lower-priced products. This suggests that adjusting pricing strategies for high-demand low-price products can increase overall revenue.
2. **Insight 2: Quantity vs. Total Value** Products sold in larger quantities generally lead to higher total transaction values, indicating that bulk purchases or sales promotions targeting quantity might significantly improve sales performance.
3. **Insight 3: Distribution of Sales** The sales data shows a skewed distribution where a small number of high-value transactions make up a large portion of total revenue. Focusing on high-value clients or transactions could optimize revenue generation.
4. **Insight 4: Frequency of Small Transactions** A significant number of transactions involve small quantities, suggesting that there may be opportunities for upselling or bundling products to increase the value of smaller transactions.
5. **Insight 5: Seasonal Sales Patterns** If time-based information is available, sales could exhibit seasonal patterns. Peak periods for high sales could coincide with specific times of the year (e.g., holidays), indicating the need for tailored marketing campaigns during peak seasons.