

5 Business Insights from EDA

1. Top 10 Customers Contribute a Large Chunk of Revenue

- Ten customers is a small number indeed. They are relatively small in number but contribute so disproportionately larger [a share] compared to the remaining customers. These ten customers are either retained through loyalty programs, private offers, or a host of other value-added services to drive more revenue retention.

2. Most Sales Volumes Are Published by Top-Selling Items

- Considered alongside sales data; [the data] confirms that maximum sales volumes were driven by a few products continuously most of the time. Forward-looking forward to planning inventory management, marketing activities, and software bundling ideas will take substantial advantage of current sales.

3. Regional Sales Discrepancies Broadcasting Market Opportunities

- There are regions that bring in a lot of sales and others that do not. There is some kind of market potential within these oversight sales regions; therefore, if any constraints brought about an underperformance in the question, then regional marketing through promotions and strategies targeted can be theorized to effectively sell.

4. Seasonal Peaks in Supply

- The various monthly sales records project actual seasonal triggers of sales, establishing a good peak for particular months. One can already start to fancy managing his inventory, staffing skills, and marketing strategies that take care of expected demand surges.

5. Patterns of Customer Sign-Ups Indicate Hints into Acquisition Trends

- Most sign-ups happen during particular months each year and in line with any promotional programs happening at the time. Addressing these sign-up trends can then move businesses toward canonical understandings of marketing effectiveness, focusing not only on the streamlining of the obtained data but also the strategies used in actual customer acquisition.