

## **5 business insights from the EDA.**

### **Insight 1: Top Products Drive Sales**

The company's overall revenues are significantly influenced by the top 10 products by quantity sold. For example, "Product A" and "Product B" are the most prominent entries on the list. To prevent stockouts and preserve consumer happiness, it is essential to keep enough of these in-demand products in stock. Promotional efforts for these products may also help boost sales and draw in new clients.

### **Insight 2: Revenue Concentration in Categories**

The categories with the highest sales values, such as electronics and home appliances, are the main drivers of revenue. The profitability of the business depends on these criteria. Increasing the range of products offered or adding related goods in these areas may draw in more clients and boost sales overall.

### **Insight 3: Regional Customer Trends**

Due to the company's strong market presence in these regions, North America and Europe account for the majority of new customers. However, there is room for expansion in areas like Asia, where there are comparatively fewer clients. In these unexplored markets, offering region-specific items and putting localized marketing methods into practice could greatly boost consumer acquisition.

### **Insight 4: Seasonality in Transactions**

Monthly sales data shows that November and December saw a notable revenue peak, underscoring the influence of the holiday shopping season. The business might introduce holiday-specific discounts and promotions to take advantage of this tendency. Early October advertising strategies may also optimize sales during this time.

### **Insight 5: Customer Engagement**

A limited number of high-spending clients who account for a sizable amount of revenue are shown by the distribution of average transaction values. To promote repeat business, these clients should be the focus of customized loyalty programs. Diversifying revenue streams can be facilitated by tactics to boost spending by low-transaction-value clients.