

5 business insights from the EDA

1. Region-Specific Product Preferences:

The analysis reveals distinct product preferences across regions—Clothing dominates in Asia, Home Decor is the top choice in Europe, while Books are the most purchased items in both North and South America. This insight suggests a strong opportunity for region-focused marketing strategies. Businesses should leverage this data to tailor product offerings, advertising campaigns, and promotions to align with customer preferences in each region. For example, offering exclusive clothing collections in Asia or promoting home decor trends in Europe could enhance customer engagement and sales.

2. Focus on High-Spending Regions for Growth:

South America emerges as the highest spending region, followed by Europe, North America, and Asia. This trend highlights South America as a key growth market where businesses can further capitalize by investing in targeted marketing, loyalty programs, and region-specific promotions. At the same time, businesses should explore strategies to boost spending in underperforming regions, such as Asia, by introducing localized offers, improving logistics, and enhancing the shopping experience.

3. Price Sensitivity and Product Demand:

The price vs. total transaction value analysis indicates that customers tend to purchase more items within the lower price range. This suggests a price-sensitive customer base, meaning businesses should focus on offering budget-friendly options, value-for-money bundles, and competitive pricing strategies. Introducing tiered pricing models and discounts for bulk purchases could further encourage spending while catering to different segments of buyers.

4. Inventory Allocation Based on Regional Trends:

Given the regional variations in best-selling product categories, businesses should optimize their inventory distribution accordingly. Ensuring that clothing items are well-stocked in Asia, home decor in Europe, and books in the Americas will help meet demand efficiently and prevent stockouts or overstocking. Smart inventory management, driven by region-specific sales data, can improve operational efficiency and reduce storage costs.

5. Product Diversification Strategies:

While books are performing well across North and South America, focusing solely on a single category might pose risks in the long term. Businesses should explore diversifying their product range within popular categories, such as offering e-books, audiobooks, or book-related accessories. Similarly, expanding clothing options in Asia to include trendy styles or eco-friendly options could attract a broader customer base. Diversification not only mitigates risk but also taps into evolving market trends.