

Business Insights Report

1. A small set of products account for the majority of sales, suggesting a focus on these high-performing items.
2. Transaction volume has seasonal trends, which can inform inventory planning and promotional activities.
3. A few customers contribute disproportionately to revenue, highlighting the need for **VIP customer engagement strategies**.
4. Customers who buy from specific product categories tend to make repeat purchases, which can guide personalized marketing.
5. **Books** dominate in Europe and South America; **Clothing** leads in Asia.
6. **North America** has high initial spend (\$6,885.95) per new customer.
7. **South America** shows the highest **customer lifetime value** and **transactions per customer**.
8. **North America's** high-value customers spend the most (\$6,161.42).
9. Focus on expanding **high-value customer bases** in North America and South America.

EDA Visualizations



