

Task-1 : Business Insights

5 business insights from the EDA.

Insight 1: Top Customers Drive Significant Revenue

A small group of customers contributes a large share of total revenue. Retaining these high-value customers should be a priority. Introduce loyalty programs, offer personalized discounts, and deliver exceptional service to keep them engaged. Strategies to encourage repeat purchases and boost their average transaction value can further maximize their impact.

Insight 2: Sales Show Seasonal Trends

Sales trends reveal a cyclical pattern, likely influenced by seasonality or promotional efforts. Adjust inventory, marketing, and staffing to match peak and off-peak sales periods. Use historical data to predict future trends, ensuring resources are allocated effectively and promotions are well-timed.

Insight 3: Regional Sales Performance is Uneven

Regional sales vary significantly, with certain areas consistently outperforming others. Investigate what drives these disparities and adapt strategies to regional needs. Expand operations in high-performing regions while addressing challenges in under-performing ones. Tailored marketing and demographic-specific campaigns could further boost regional revenue.

Insight 4: Certain Products Are Consistently Popular

A few products dominate sales due to strong customer demand. Ensure these best-sellers are always in stock and leverage their popularity through promotions or bundling. For under-performing products, consider discontinuation or re-branding efforts to optimize the product lineup.

Insight 5: Unlocking Customer Segmentation Potential

Customers exhibit distinct buying patterns, providing opportunities for segmentation. Clean and validate customer data to enhance its accuracy and usability. Use segmentation to personalize campaigns, improving customer engagement and driving repeat purchases. Tailored approaches based on preferences can maximize satisfaction and loyalty.