

Overview:

This presentation provides a comprehensive analysis of online retail data. Key findings include customer segmentation, product co-purchases, and monthly sales trends.

Explanation:

\* \*Customer Segmentation:\* Customers were categorized into high, medium, and low frequency groups based on their purchase history.

\* \*Product Co-Purchases:\* Frequent product pairings were identified to understand product relationships and cross-selling opportunities.

\* \*Monthly Sales Analysis:\* Total sales were analyzed by month to identify trends and seasonal patterns.

**Key points**

\* Targeted marketing to high-frequency customers

\* Cross-selling strategies to increase sales

\* Inventory management based on sales patterns

\* Focus on customer satisfaction to drive repeat business