

# Business Insights

1. **Optimize Inventory Management:** Manage Inventory by prioritizing the products with highest volume and revenue such as TechPro Headphones, Activewear Rug, Sounwave Jeans and so on.(The products can be seen in the ipynb file).
2. **Engage Frequent Customers:** Target customers who have a high frequency of transactions and provide them with coupons/gift cards which tend to have a short lifespan. This will likely increase their purchasing probability.
3. **Reward Premium Customers:** Identify premium customers who tend to spend a lot of revenue and provide them premium-subscription models or special-attention that makes them feel special.
4. **Run Targeted Campaigns:** Based on density of category of the products and region of the customer, run region-specific campaigns and product-specific discounts.
5. **Leverage Seasonal Sign-Up Trends:** Analyze the time distribution of the account sign-ups. A large bump in the sign-ups likely points to holiday season and ad-campaigns should focus on these seasons.