

Business insights from the EDA

1.Regional Customer Distribution in:

1. **South America Has the Most Customers**
 - "South America has the highest number of customers (59). It's important to focus on keeping and selling more to these customers."
 - "South America has room for more growth. Targeting this region with specific campaigns could help increase the customer base."
2. **Customers in Other Regions**
 - "Europe, North America, and Asia have similar customer numbers (50, 46, and 45), meaning the market is spread out evenly."
 - There is potential to grow in North America and Asia. Special campaigns can help attract more customers.
 - "Introducing promotions or loyalty programs in Europe can help keep existing customers and attract new ones."

2.Customer Signup Trends:

1. **Increase in Customer Signups**
 - "Customer signups have been increasing over the years. In 2022, there were 64 signups, which grew to 79 in 2024, showing a positive growth trend."
 - Focusing on retaining these customers could provide substantial long-term value.
2. **Steady Growth in Recent Years**
 - "While 2023 saw 57 signups, the overall trend from 2022 to 2024 indicates steady growth, with 2024 having the highest number of signups."
 - "Efforts should be made to maintain the high signup numbers seen in 2024 by continuing effective marketing strategies."

3.Business Insights from Product Pricing:

1. **Top Priced Products**
 - "The highest-priced products are primarily textbooks and electronics, such as 'TechPro Textbook' and 'Book World Cookbook,' priced at \$497.76 and \$488.63. These high-value items contribute significantly to revenue."
 - "Top-priced products could be bundled with lower-priced items to enhance overall sales, improving average order value."
2. **Affordable Products for Budget-Conscious Customers**
 - "Products like 'Sound Wave Smartwatch' and 'Active Wear Running Shoes' priced under \$20 appeal to budget-conscious customers, potentially driving volume sales."

- "The bottom-priced products may serve as entry-level items that attract new customers. Strategic marketing of these products can lead to increased customer engagement and potential upselling opportunities."

4. Customer Churn

- "Amy Carpenter, who signed up in October 2023, is a customer who has not yet made any transactions. Identifying customers like Amy can help in creating targeted re-engagement campaigns to encourage their first purchase."
- "Tracking the churn rate of customers who have signed up but not transacted yet can highlight gaps in customer onboarding or post-signup communication, which can be optimized to increase conversion rates."
- "Reaching out to inactive customers like Amy with personalized offers or incentives could improve retention and prevent potential churn."

5. Top Categories in Terms of Revenue

1. **Books:** "The Books category leads in revenue, contributing \$75,742.08 from 681 units sold. This highlights its dominance and suggests a strong market presence, making it a key area to focus marketing efforts and inventory management."
2. **Electronics:** "Electronics follows closely, generating \$73,335.39 from 627 units sold. This category's performance shows strong demand and potential for upselling, especially on high-ticket items."
3. **Clothing:** "Clothing generates \$64,547.77 in revenue, with 590 units sold, indicating consistent sales. Strategic promotions could further drive growth."