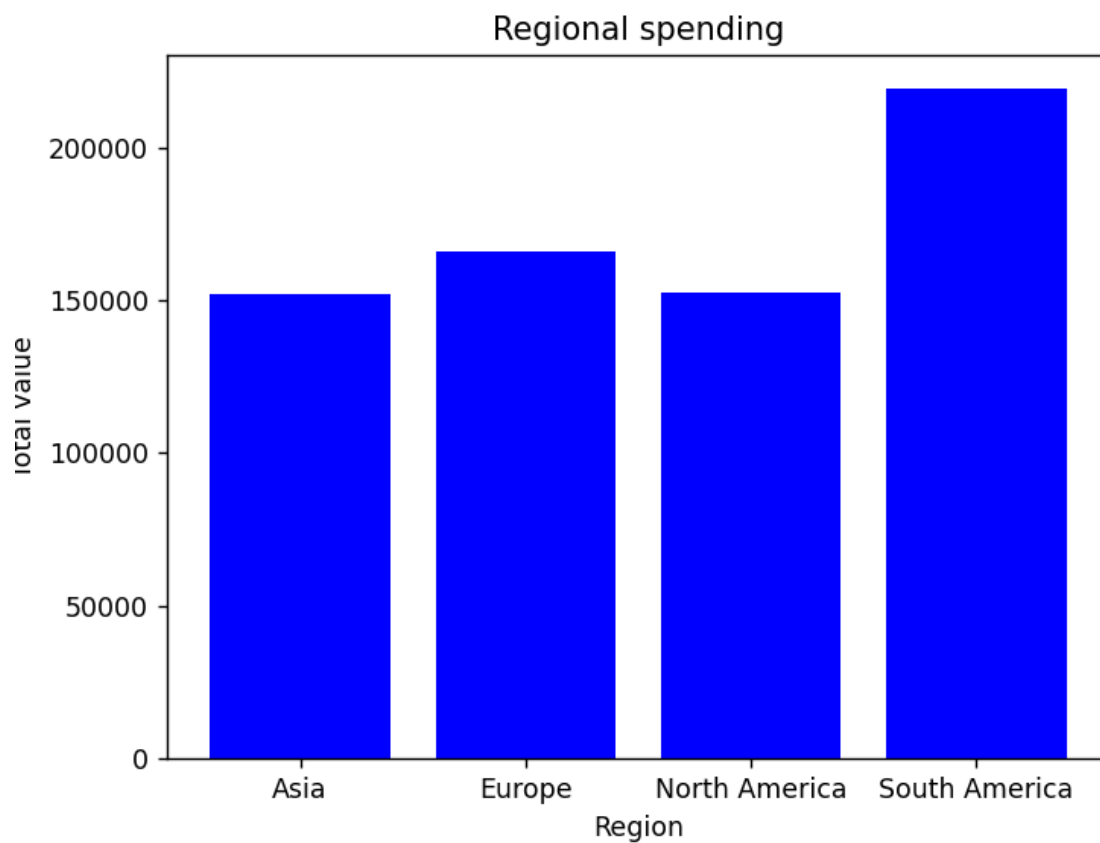


# EDA

## Five Business insights:

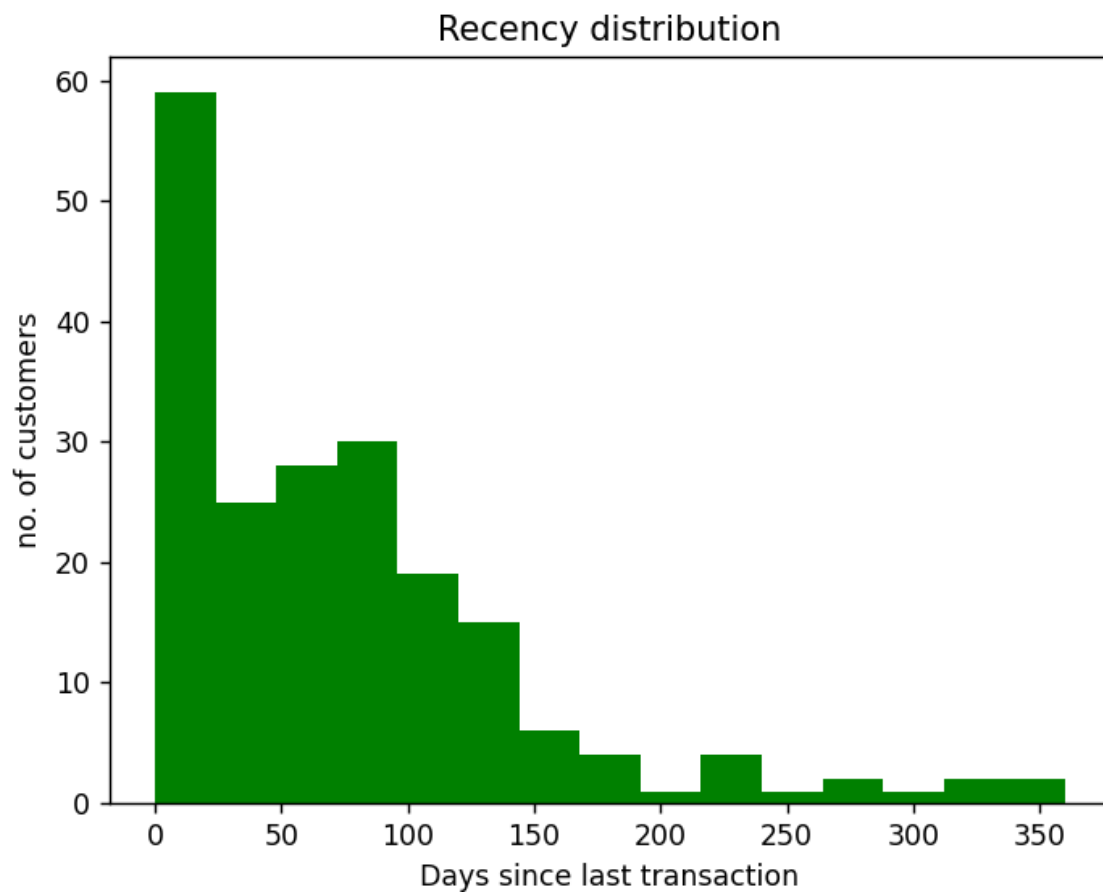
### 1) Regional spending

- Regional division based on spending.
- Identifying customers with different spending appetite.
- Target high revenue generating regions.



## 2) Recency

- Categorize based on the last transaction date by the user.
- Target customers with high recency to increase traffic.



## 3) Average transaction frequency

- Categorizes users on the basis of how frequently they initiate a transaction.
- The lower the value, the better for the company.
- Target high ATF users with attractive offers to drive revenue.

```
Average Transactions per Customer: 5.03
```

#### 4) Churn risk score

- Indicates the risk of losing the user based on the values 0 to 1.
- Churn risk score is based on three weighted parameters  
frequency: 40%  
recency and total value each 30%
- Employ better targets for users with high churn risk to reduce the loss of traffic.

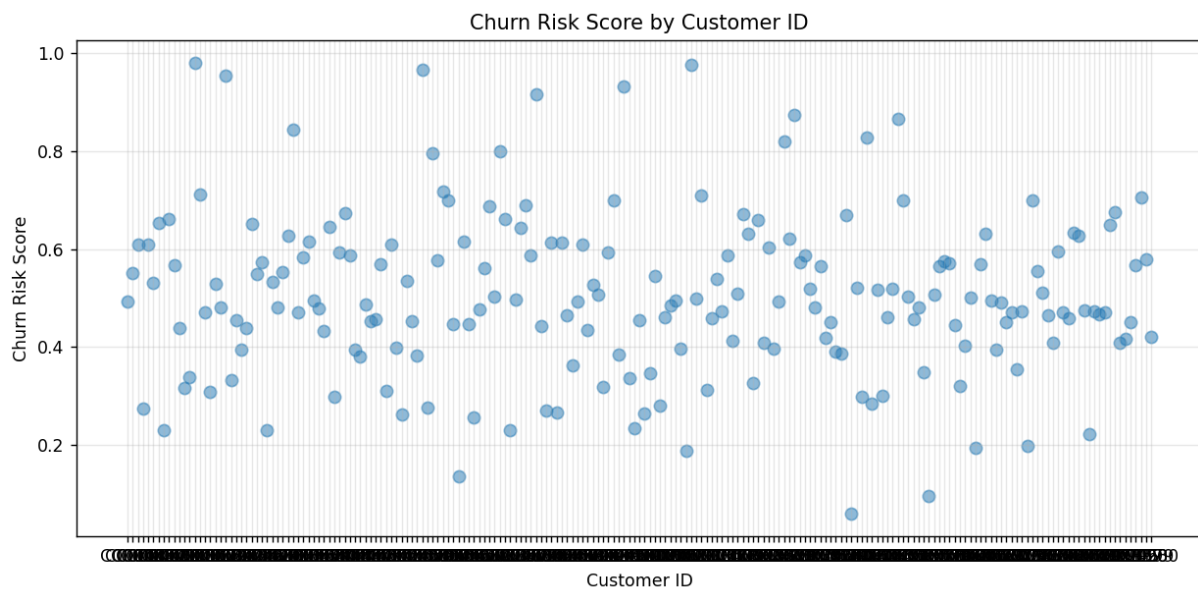


Figure: churn risk score of each customer

### 5) Product seasonality

- Trend of total sales over the course of four quarters for better management of inventory.
- Identify top 5 and bottom 5 performing products to negotiate volumes with the suppliers and develop complimentary products.

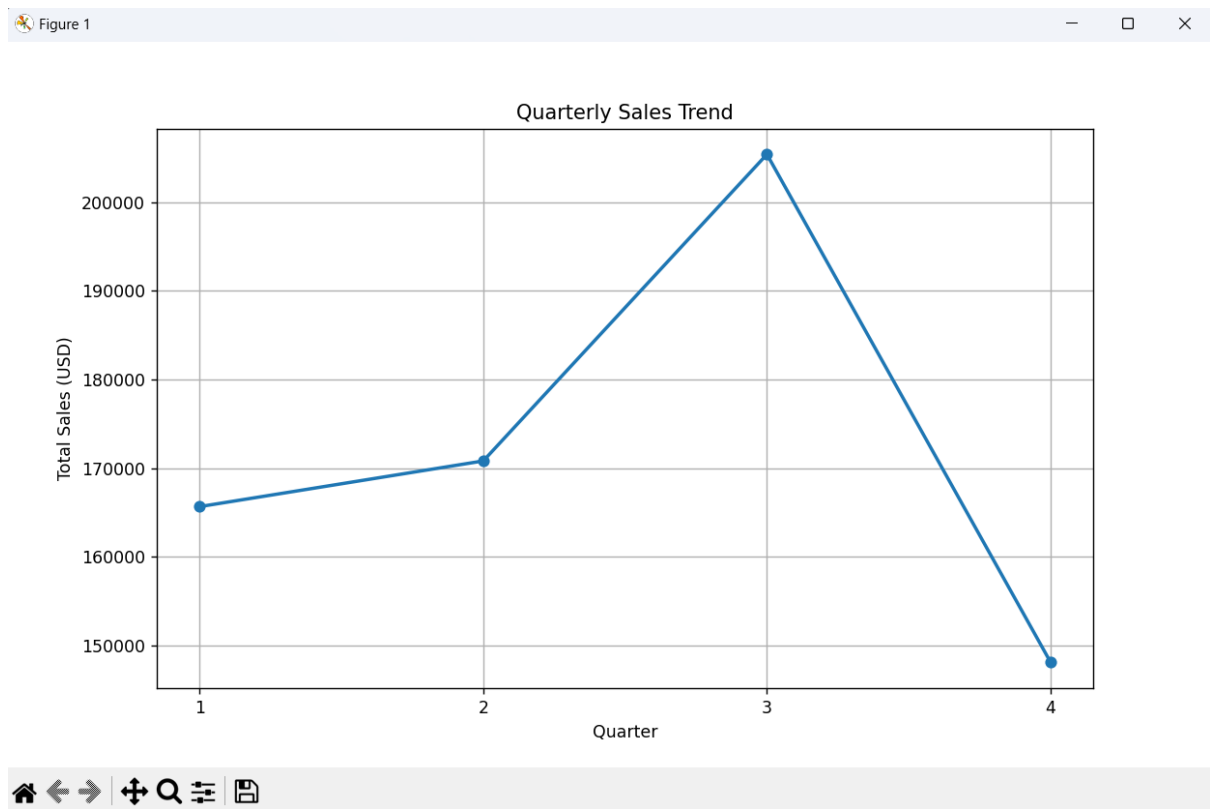


Fig: total sales across the four quarters

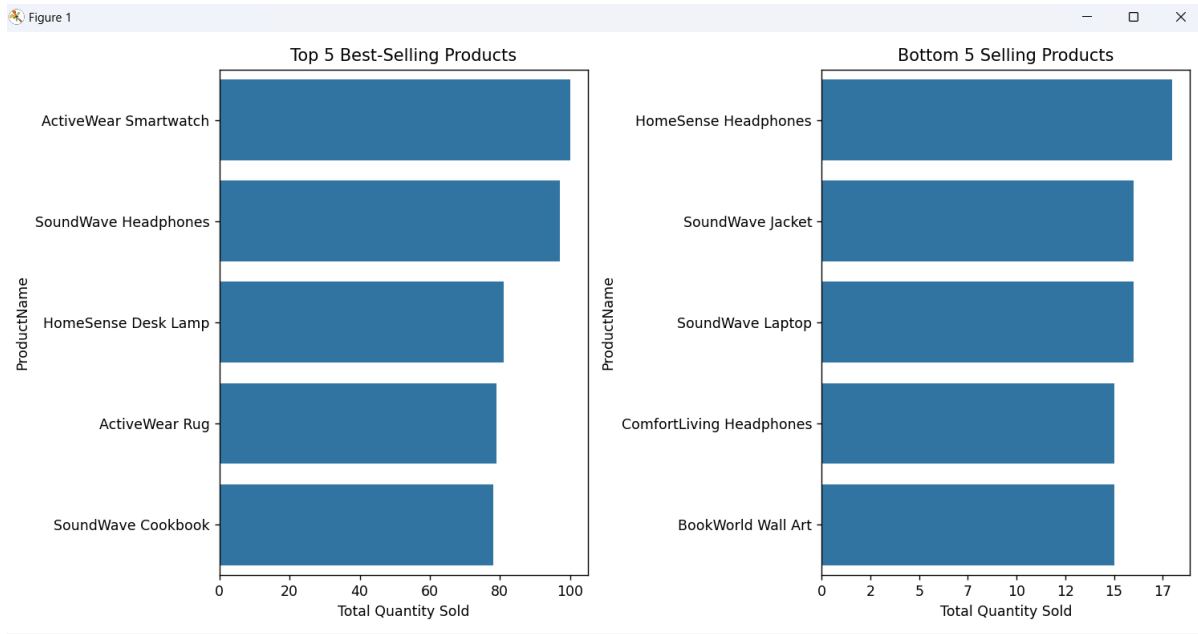


Fig: top 5 and worst 5 performing product

New Csv file -

<https://drive.google.com/file/d/1M5zpxW4BS90GqAgmXjc0nrLheXvAJggl/view?usp=sharing>