

Business Insights from Exploratory Data Analysis (EDA)

Customer Purchase Behavior:

A significant portion of customers make purchases within the first 10 minutes of browsing. This highlights the importance of real-time targeting and personalized recommendations during the initial browsing phase to increase conversions.

Product Preferences by Category:

The most frequently purchased products belong to the electronics and clothing categories. Businesses should focus on optimizing the marketing strategies for these categories to drive higher engagement and sales.

Impact of Discounts on Sales:

Products offered with discounts show a noticeable increase in sales. This suggests that promotional strategies like limited-time discounts or flash sales could be effective in boosting short-term sales volume.

Customer Segmentation Based on Purchase Frequency:

Frequent buyers contribute to a significant portion of the total revenue, indicating the importance of targeting this segment with loyalty programs or exclusive offers to retain high-value customers.

Average Cart Value (ACV) by Customer Demographics:

Customers from urban regions tend to have a higher average cart value than rural customers, suggesting that targeted promotions or product assortments based on geographic location could optimize sales.