

## Business Insights

1. **Customer Demographics:** The majority of customers fall within the age range of 25-34, indicating a target demographic for marketing campaigns. Tailoring promotions to this age group could enhance engagement and sales.
2. **Product Popularity:** Certain product categories consistently outperform others in sales volume. Focusing on these high-demand products can optimize inventory management and marketing strategies.
3. **Seasonal Trends:** Transaction data reveals significant spikes in sales during specific months (e.g., December). Planning promotional activities around these peak periods can maximize revenue.
4. **Customer Retention:** A notable percentage of transactions come from repeat customers. Implementing loyalty programs could further enhance customer retention and increase lifetime value.
5. **Price Sensitivity:** Analysis shows that sales volume decreases significantly with price increases for certain products. Competitive pricing strategies may be necessary to maintain sales levels in these categories.