Exploratory Data Analysis (EDA) Report

Business Insights from EDA

1. Customer Distribution Across Regions

The dataset likely shows that customers are spread across multiple regions, with some regions contributing more to transactions than others. Understanding these regional trends can help optimize marketing strategies and logistics.

2. Top-Selling Products and Revenue Contribution

Certain products/categories generate the highest revenue, indicating customer preferences. Recommending or promoting these high-performing products can increase sales.

3. Customer Purchase Behavior

Some customers make frequent purchases, while others buy infrequently. Identifying loyal customers allows businesses to create targeted loyalty programs.

4. Transaction Volume Over Time

Seasonal trends or spikes in purchases might be observed, such as increased sales during holidays. Businesses can use this insight to adjust inventory and marketing strategies.

5. Price vs. Purchase Quantity Relationship

Lower-priced products may sell in higher quantities, while premium products contribute more to revenue. Adjusting pricing strategies for specific product categories can improve profitability.