

Report

Task 1: Exploratory Data Analysis (EDA) and Business Insights

These are five business takeaways from the EDA:

1. Regional Customer Distribution: Customers are predominantly from North America, followed by Europe and then Asia. This shows that the main market is North America and that targeted marketing should be implemented in this region to gain maximum returns.

2. Product Category Performance: The Electronics and Home & Kitchen are the best-selling categories by total sales. Increased investment in these categories, including product line extensions or inventory builds, would help fuel additional revenue growth.

3. Monthly Trend in Sales: Sales are highest during the festive season (November and December), which indicates that promotional campaigns launched during these months are extremely efficient. Inventory planning and marketing strategies based on these months can increase sales.

4. Customer Lifetime: The majority of customers have a lifetime of less than 200 days, suggesting a high rate of churn. Customer retention programs, like loyalty schemes or tailored promotions, may be able to improve customer lifetime value.

5. Heavy Spending Customers: A few high-spending customers make up a large proportion of overall revenue. These high-value customers can be identified and retained through special offers or upgraded services, leading to loyalty and higher lifetime value.

Results:





