# TASK 1: EXPLORATORY DATA ANALYSIS (EDA) AND BUSINESS INSIGHTS

## 1. TARGETED REGIONAL EXPANSION :

- Focus marketing efforts on Asia and South America, leveraging existing customer base.
- Develop region-specific strategies to increase customer acquisition and retention, potentially introducing localized product lines or targeted promotions.

## 2. PRODUCT PORTFOLIO OPTIMIZATION :

- Diversify product categories while maintaining price range variety. Electronics and Clothing show potential for high-value transactions.
- Consider introducing premium products in these categories to increase average transaction value.

## 3. CUSTOMER SIGNUP MOMENTUM :

- Consistent customer acquisition from 2022-2024 suggests effective growth strategies. Analyze signup drivers and replicate successful recruitment channels.
- Implement referral programs or loyalty incentives to maintain customer acquisition momentum.

## 4. PRICING STRATEGY ENHANCEMENT :

- Leverage price diversity across categories. Develop tiered pricing models that cater to different customer segments.
- Create bundled offerings that combine high and low-priced items to increase overall transaction value.

## 5. SEASONAL TREND ANALYSIS :

- Transactions concentrated in March-August 2024 indicate potential seasonal purchasing patterns.
- Develop targeted marketing campaigns and inventory management strategies aligned with these observed temporal trends.