

Business Insights from EDA

1. Customers from different regions show distinct distribution patterns, with certain regions having higher concentrations of customers, suggesting targeted marketing strategies based on regional demographics.
2. The product distribution by category reveals a preference for certain product categories, which can guide inventory management and targeted promotions for high-demand categories.
3. Transaction trends indicate periodic spikes, potentially due to seasonal shopping behavior, enabling better demand forecasting and tailored marketing campaigns during peak months.
4. Sales are higher in specific regions, pointing to the importance of region-based promotions and allocation of resources to the most profitable regions.
5. Quantity sold by product category highlights which product categories perform best, providing valuable insights for future product development and promotional focus.