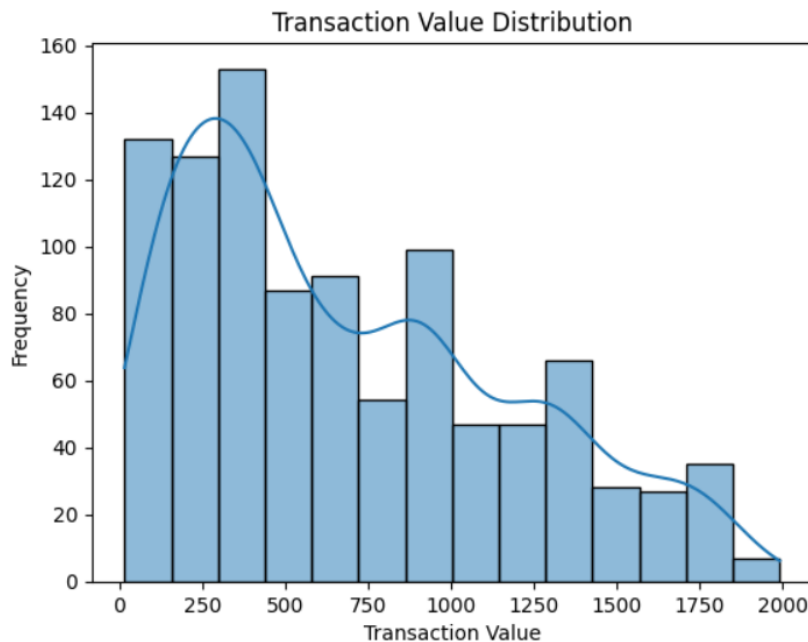


Exploratory Data Analysis (EDA) and Business Insights

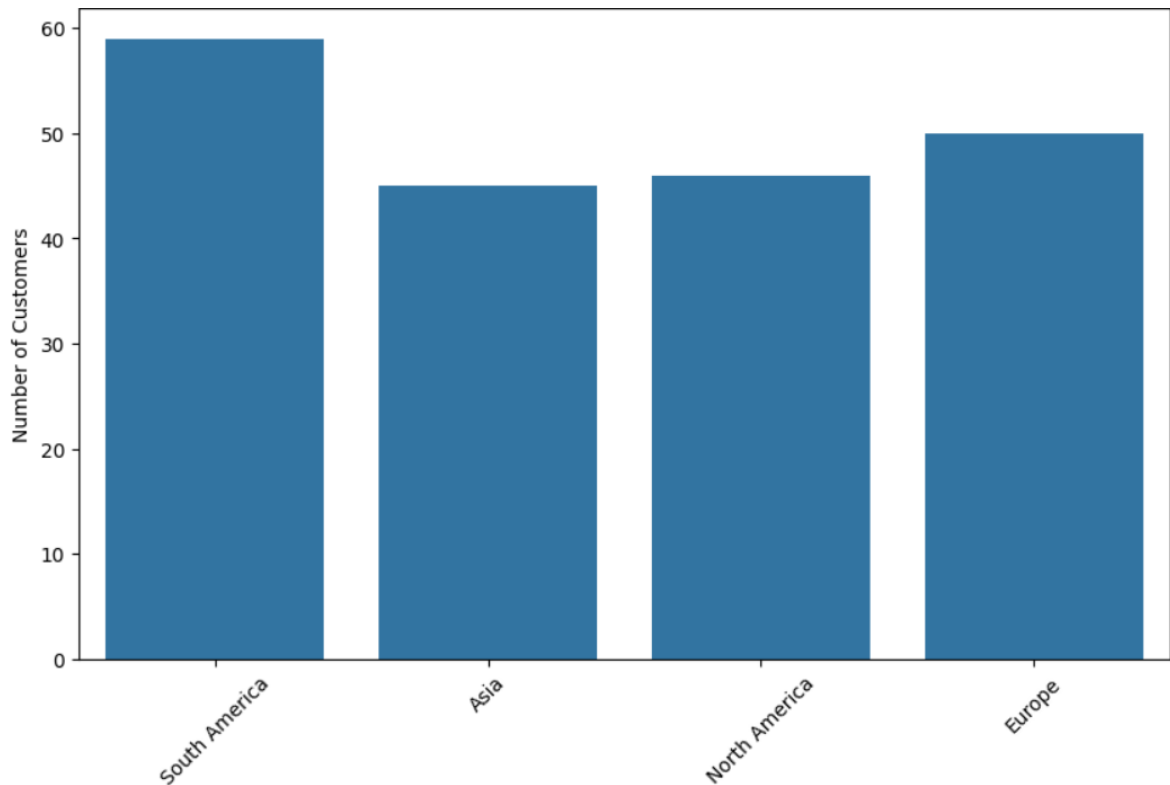
Report by Sai Kiran Dhulipudi

1)



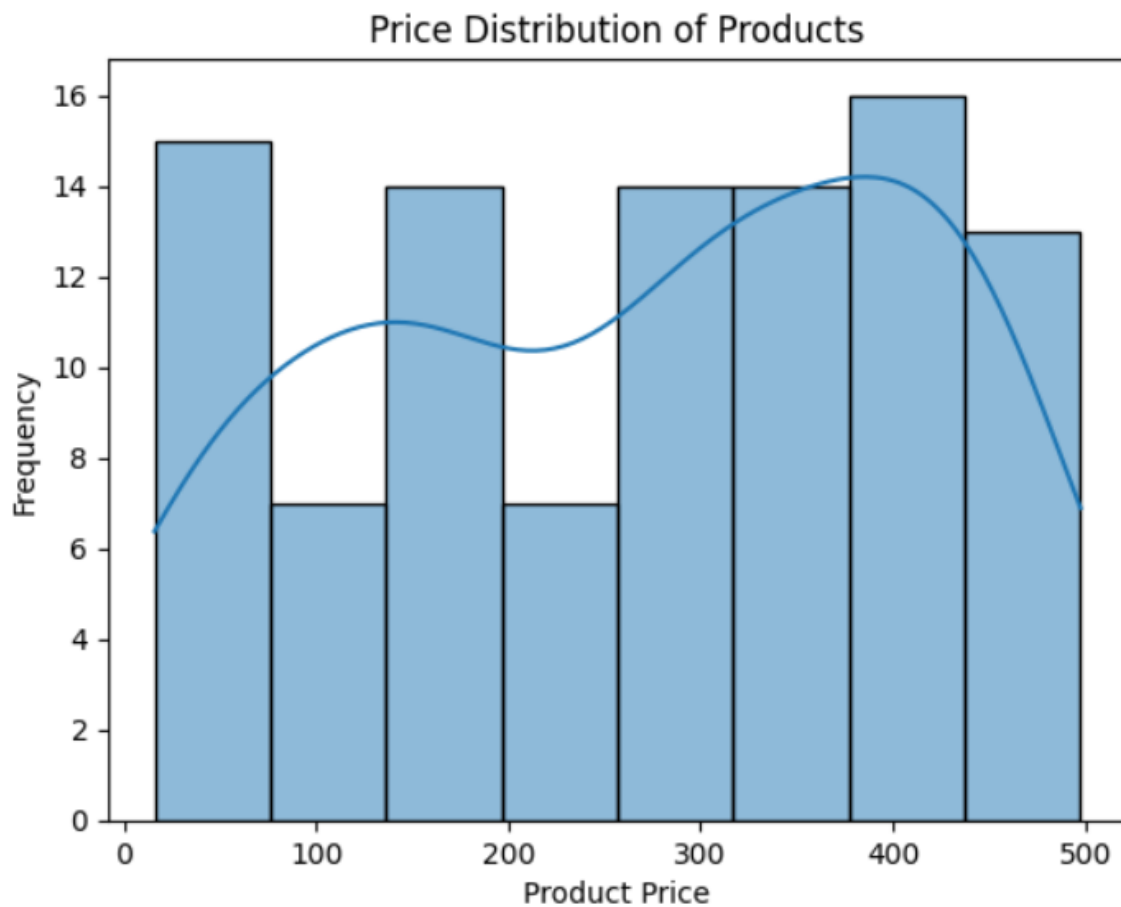
- **Focus on Average Order Value:** While many transactions are small, increasing the average order value (AOV) could significantly impact revenue. Consider upselling or bundling strategies.
- **Segment Customers:** Segment customers based on transaction value. High-value customers deserve special attention and loyalty programs.
- **Value High-Value Transactions:** Investigate the products or services driving the very high-value transactions. Check the opportunities to offer them more
- **Marketing Strategies:** Tailor marketing to different segments. Emphasize value for smaller transactions, while highlighting premium offerings for larger ones.
- **Pricing Optimization:** Consider pricing strategies to optimize revenue across the entire range of transaction values. Look for opportunities to adjust pricing in the mid-range to capture more revenue

2)



- **Focus on South America:** Given the high customer base in South America, tailor marketing and customer service efforts to this region.
- **Growth Potential in Asia:** Investigate why Asia has the lowest customer count. Are there untapped market opportunities? Consider targeted marketing or localized strategies.
- **Balance Across Regions:** While South America is strong, ensure a balanced approach to customer acquisition and retention across all regions. Don't neglect other areas with growth potential.
- **Regional Preferences:** Look if product preferences or buying patterns differ across regions. This can inform inventory and marketing decisions.

3)



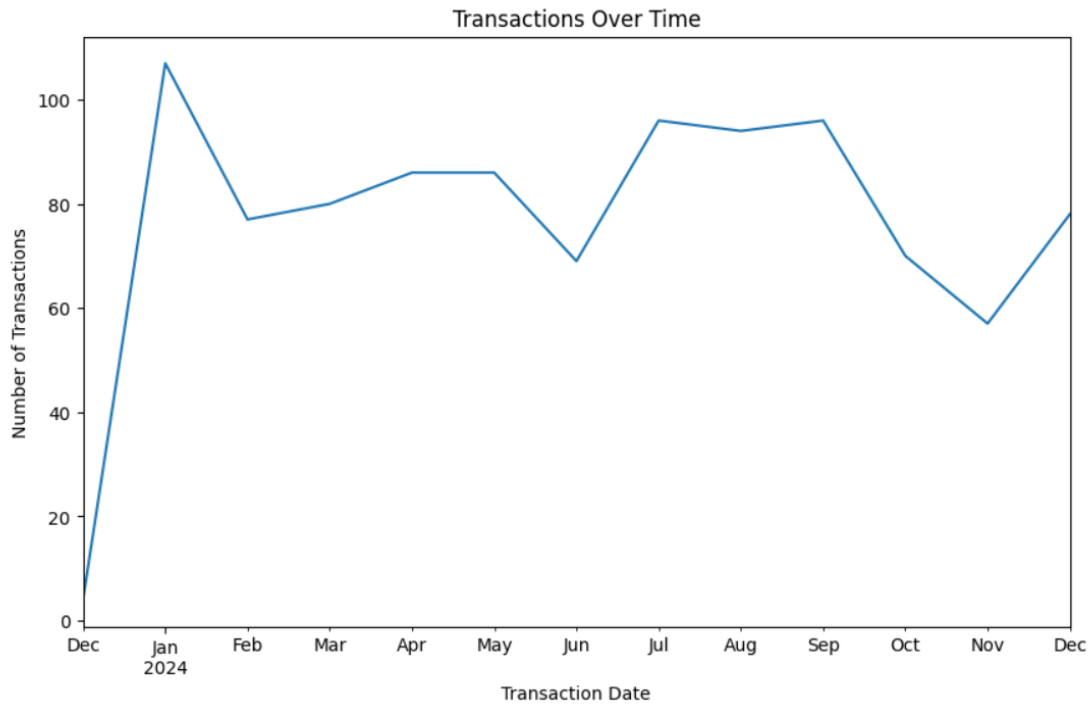
- **Target Different Customer Segments:** The bimodal distribution suggests customers of two distinct customer segments: budget-conscious buyers and those willing to spend more on premium products.
- **Pricing Strategy:** Consider your pricing strategy for each segment. Are your lower-priced items driving volume, while higher-priced items generate more revenue?
- **Product Mix Analysis:** Focus on the types of products in each price range. Are there opportunities to expand the product offerings in the mid-range?
- **Marketing Focus:** Tailor marketing messages to resonate with each customer segment based on their price preferences.

4)



- **Investigate dips:** The mid-2022 decline and other valleys need analysis. Were there any changes in marketing or website experience?
- **Capitalize on peaks:** Identify the drivers behind peak signup periods and replicate those strategies.
- **Improve consistency:** Aim for more consistent growth by understanding and addressing the causes of fluctuations.
- **Link to transactions:** Correlate signup data with the "Transactions Over Time" graph. Do signup peaks lead to transaction increases?

5)



- **Investigate October/November drop:** Crucial to understand the cause. Check for website issues, competition, or external factors.
- **Analyze January spike drivers:** Identify successful products/promotions for future holiday planning.
- **Optimize mid-year strategies:** Identify what caused the smaller peaks and replicate successful campaigns.
- **Focus on customer retention:** Address the overall downward trend by improving customer loyalty and experience.