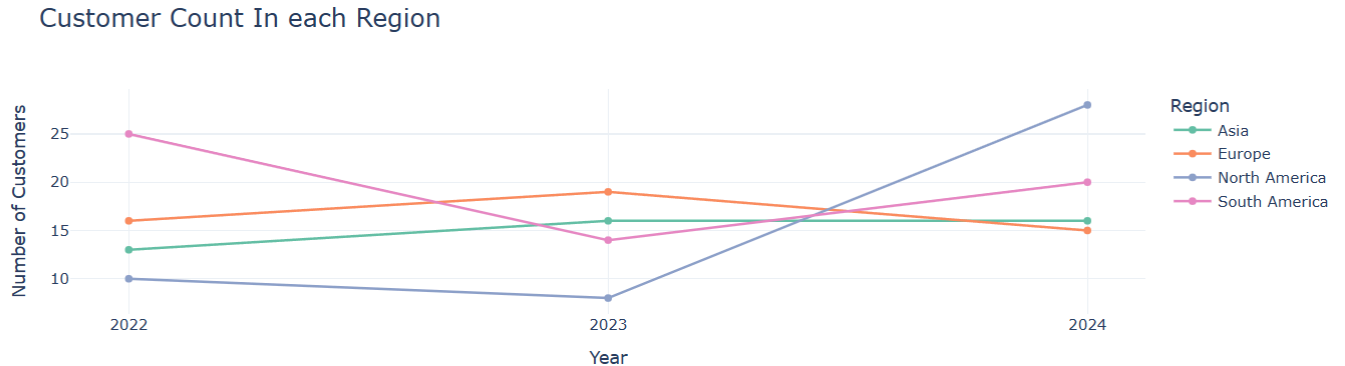# BUSINESS INSIGHTS FROM EDA

## CUSTOMER COUNT IN EACH REGION

This plot here highlights the customer count in each region year wise. As we can see there is a decline in consumer signup in the year 2023 across all regions. This could be due to various external factors like economy or recession due to many users have not signup. In 2022 largely due to COVID and other factors there was an increase and with 2024 as the regions opened up with improved economy more users signup highlighted by increase in number of sign up.

AVG PRICE PER CATEGORY
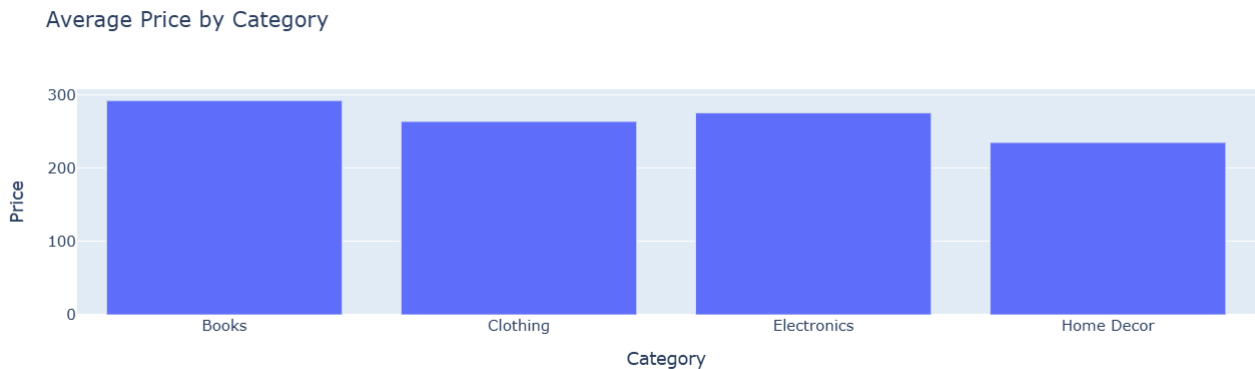
This plot here gives us an idea regarding the avg price per category which can be further used to check if there is any increase or decrease of our products with respect to the competitors.Further this avg price also can be used to check the consumer mindset. Here in our scenario we can see that the electronics and books have higher avg price indicating the willingness to pay for a particular service.

TOP 10 MOST EXPENSIVE PRODUCTS

Top 10 Most Expensive Products
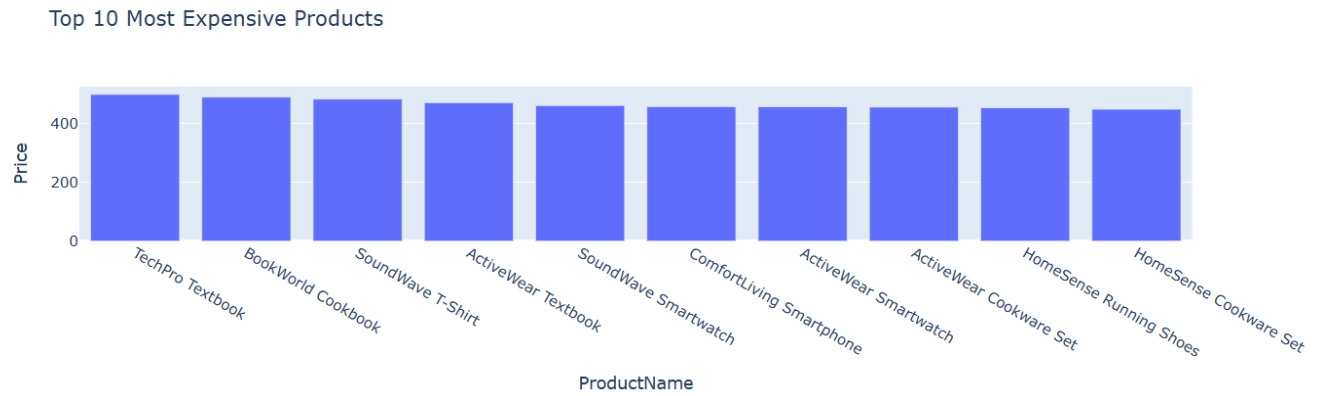
Here this plot gives us an idea regarding our top 10 most expensive products. All the items have excess of 400 price indicating that it is largely bought out by the luxury segment of the market as the products are widespread across all categories.

CUSTOMER SEGMENTATION BASED ON TOTAL SPEND

Customer Segmentation Based on Total Spend
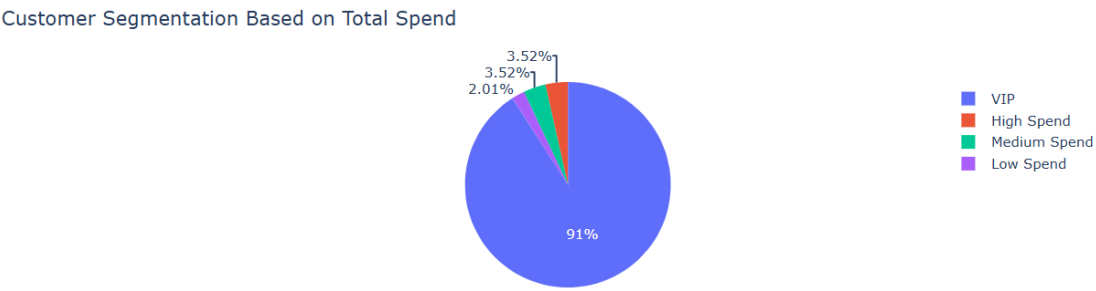
Here we have categorised the total value into 4 categories as shown. VIP having excess of 1000 and High Spend between 800 and 1000 and medium spend 300 and 800 and low spend between 0 and 300. So now since we can see the customer segmentation is largely suggesting that we have very frequency of VIP consumers hence it is safe to say we are largely catering to high to premium end market segment.

PRODUCT POPULARITY FROM QUANTITY

Product Popularity by Quantity Sold
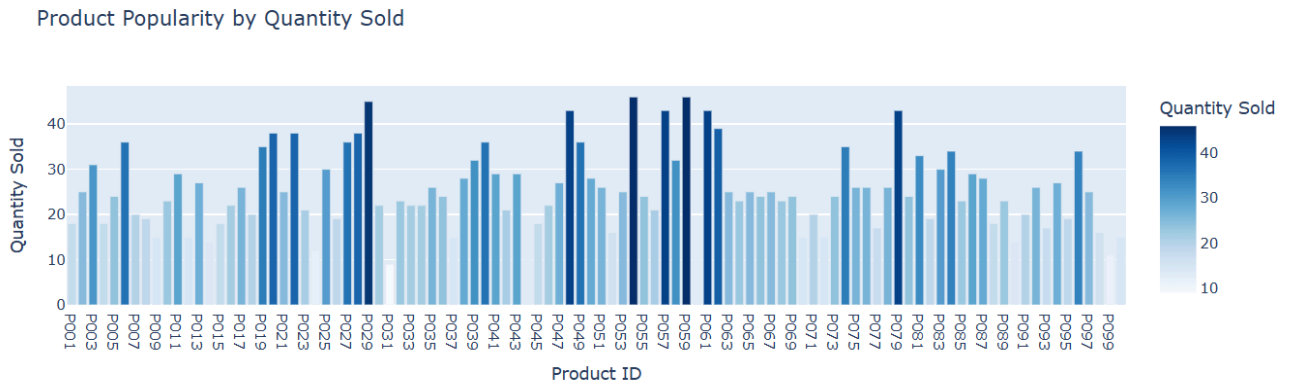
This metric gives us an idea that most ordered product by quantity is the most popular one. This would further help us in giving insights that this is the product and category that we need to target and further related products could be order to increase sales

TOTAL SALES ACROSS PRODUCTS.

Total Sales Across Products
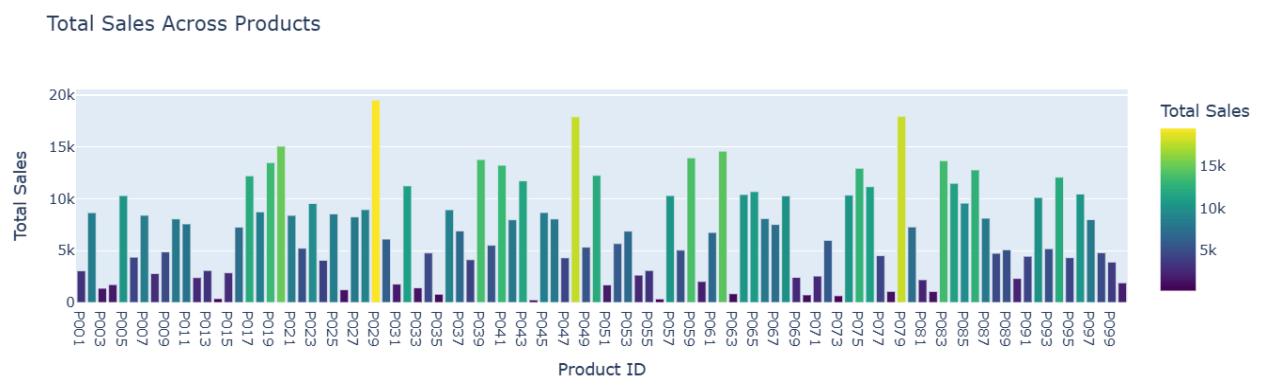
This metric gives us an idea that which is the most sought after product. We can also see that the avg sales is also somewhere bertwenn 5k and 12k highlighting the fact that the consumers have been actively ordering products and there is no decline in sales across majority of products