Exploratory Data Analysis (EDA) and Business Insights Report

Key Metrics and Findings

1. Average Transaction Value by Region

Observation: Regional transaction data shows [placeholder: Region X contributes the highest average tran

1. Most Popular Products/Categories

Observation: [placeholder: Product Z is the most purchased item, while Category A sees the highest sales

1. Customer Signup Trends

Observation: Customer signups exhibit [placeholder: a seasonal increase during months X and Y].

1. Correlation Between Product Price and Sales Quantity

Observation: There is [placeholder: a negative/positive correlation] between product price and sales quanti

1. Seasonal/Temporal Transaction Trends

Observation: Transactions peak during [placeholder: festive seasons or specific months].

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Business Insights

1. High-Revenue Regions

[placeholder: Region X contributes the highest revenue (Z% of total revenue), highlighting its importance fo

1. Customer Retention Trends

[placeholder: A significant percentage of customers (Y%) are repeat buyers, indicating retention strategies

1. High-Value Customers

[placeholder: Customers spending above $Z represent Y% of total revenue. Offering loyalty rewards could

1. Revenue Distribution by Category

[placeholder: Category A accounts for the highest revenue share, while Category B shows potential for gro

1. Products Driving High Profit Margins

[placeholder: Product Z yields the highest profit margin, emphasizing its role in revenue generation.]