

5 BUSINESS INSIGHTS:

Insight 1: Top-performing customers

Customers with higher transaction frequencies (e.g., those with IDs starting with C00X) account for a significant portion of the overall transactions. These customers could be targeted with loyalty programs or exclusive deals to retain their business.

Insight 2: Product popularity

Certain products show disproportionately higher sales volumes. For example, product P01X contributes the most to overall revenue. Stock optimization and bundling strategies can maximize the profit generated from these products.

Insight 3: Seasonal trends in transactions

Transactions spike during specific months, indicating a strong seasonality in demand. Marketing campaigns during peak months can enhance sales further, while inventory adjustments during off-peak months can reduce holding costs.

Insight 4: High-value customers

A small percentage of customers consistently purchase high-value products. These customers represent potential candidates for upselling premium or new product lines.

Insight 5: Low-engagement customers

Some customers show minimal engagement with few or infrequent transactions. These customers could be incentivized through discounts, personalized offers, or targeted campaigns to increase activity.