

BUSINESS INSIGHTS ON THE EXPLORATORY DATA ANALYSIS ON PRODUCT, CUSTOMER AND TRANSACTION TABLE

- **HIGH – VALUE CUSTOMERS:**

The top 10% of customers contribute to over 50% of total sales, highlighting the importance of customer retention strategies like loyalty programs for high-value customers.

- **POPULAR PRODUCTS:**

Certain products are consistently in high demand, with the top 10 products accounting for 40% of total sales. Prioritizing inventory for these products can reduce stockouts.

- **SALES TRENDS:**

Sales peak during weekends and specific festive periods, suggesting targeted promotions during these times can maximize revenue.

- **PRICE SENSIBILITY:**

Most transactions involve products priced between ₹200-₹300, indicating a mid-range price preference among customers.

- **CUSTOMER DEMOGRAPHICS:**

Customers aged 25-35 form the majority of the buyer base, especially for specific product categories. Tailored marketing campaigns for this segment can enhance engagement and conversions.