

Customer Overview EDA Report - Shiva Kandimalla

1. Customer Overview

Analysis of customer behavior patterns and demographics, focusing on key attributes such as age, gender, and region. Insights derived from visualizing customer demographics help in understanding the target audience.

2. Product Performance

Detailed analysis of product sales and popularity based on the transaction data. Insights include identifying top-selling products and understanding product categories that generate the most revenue.

3. Regional Analysis

Breakdown of sales and customer distribution by region, helping to identify high-performing regions and potential markets for expansion. Visualization of sales distribution aids in targeting regional marketing efforts.

4. Temporal Trends

Analysis of sales patterns over time, including trends in customer signups and transaction volumes. This analysis provides insights into seasonality and the impact of marketing campaigns on sales.