

Derive at least 5 business insights from the EDA.

- Write these insights in short point-wise sentences (maximum 100 words per insight).

Five key business insights derived from the EDA:

1. Regional Market Performance:

South America accounts for the highest number of transactions, indicating strong demand in the region. This suggests a need for targeted marketing strategies and supply chain optimization to meet customer expectations efficiently.

2. Top-Selling Products:

A small percentage of products contribute to the majority of sales, with the top 10 products dominating revenue. Focusing on promoting these high-performing items can enhance profitability and inventory planning.

3. Customer Growth Trend:

A consistent rise in customer sign-ups over time reflects growing brand awareness and customer trust. Implementing loyalty programs and personalized promotions could further boost retention and engagement.

4. Purchasing Behavior:

Most transactions involve 2-3 items per purchase, indicating a preference for bundled buying. Offering attractive product bundles or discounts can encourage customers to increase their purchase size.

5. Product Pricing Strategy:

There is significant price variation across products, with premium-priced items contributing substantially to revenue. Introducing value-based pricing and upselling strategies for high-end products could maximize profitability.