

Task 1: EDA and Business Insights

Business Insights

1. The majority of transaction values are concentrated under Rs. 1,000, indicating price-sensitive purchasing behavior. Strategies like discounts on mid-range products could increase sales in this segment.
2. Region-wise analysis reveals certain regions have significantly higher customer concentrations. These regions could be targeted for focused marketing campaigns.
3. Sales analysis by product category shows that a few categories dominate revenue generation. Expanding these categories or introducing similar products might drive further sales growth.
4. High variability in product pricing suggests diverse customer preferences. Introducing tiered pricing models could better address the needs of different customer segments.
5. The top-performing products and regions demonstrate a potential for bundling strategies. Cross-selling in high-performing regions can further optimize revenue.