

Business Insights Report

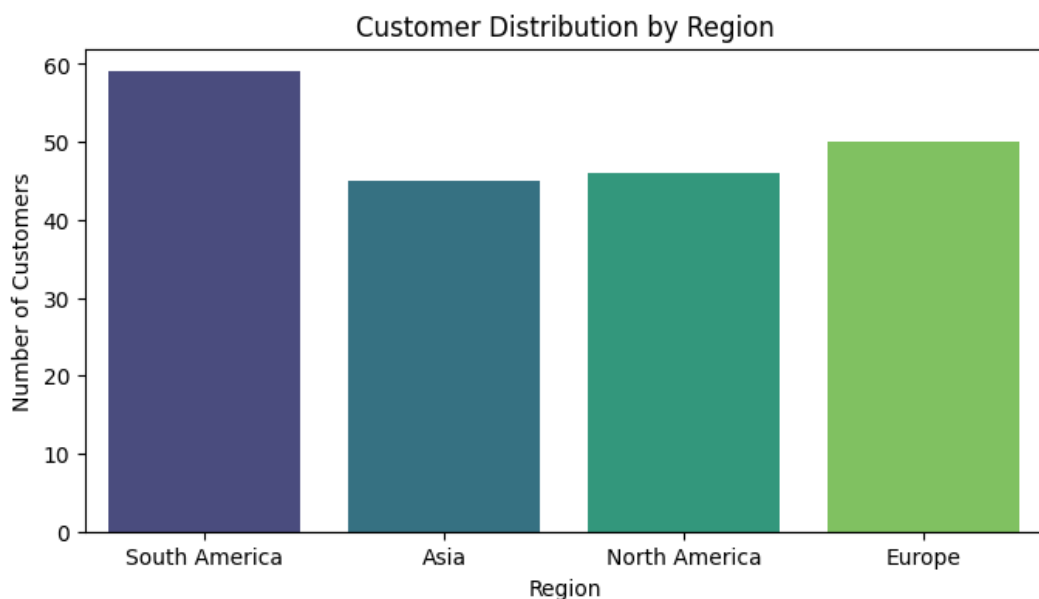
Introduction

As part of my analysis, I conducted an exploratory data analysis (EDA) on customer, product, and transaction datasets. My goal was to identify key trends and actionable insights that can help improve our business strategy. Below, I summarize my findings and the insights derived from the analysis.

Key Insights

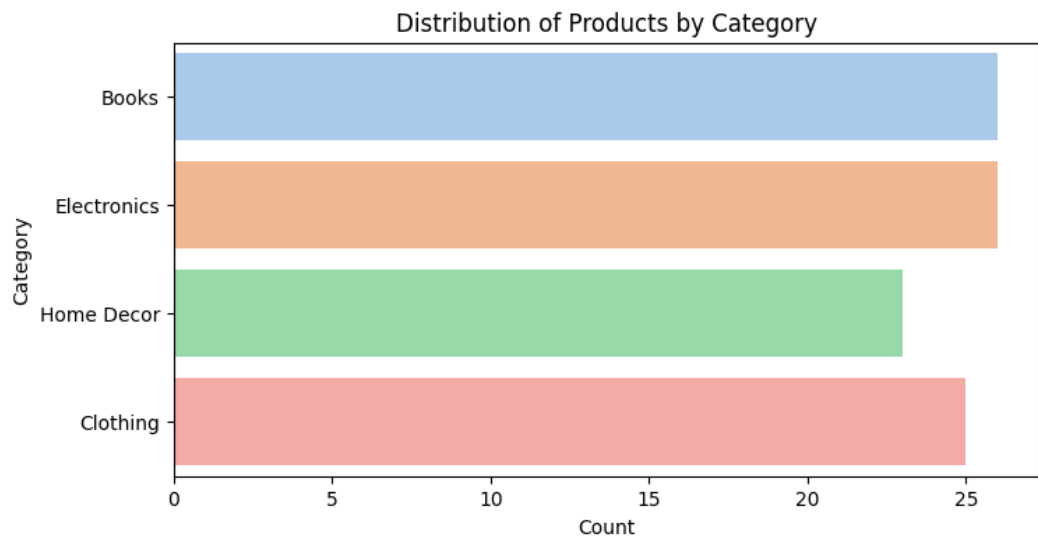
1. Customer Demographics:

- South America has the highest number of customers (59), followed by Europe (50), North America (46), and Asia (45).
- Customers are almost evenly distributed across all regions except for a slight dominance in South America.



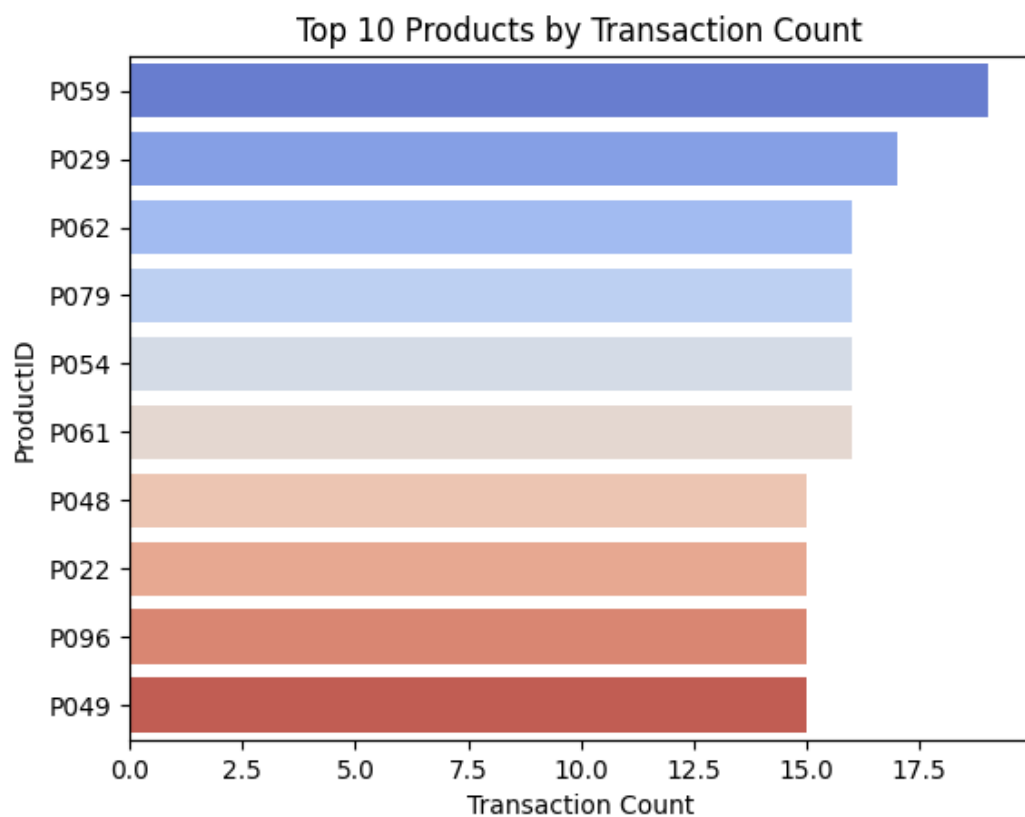
2. Product Performance:

- The "Books" category leads in sales across all regions, followed by Electronics and Clothing.
- Home Decor is the weakest-performing category, indicating a need for reassessment of its demand and marketing strategy.



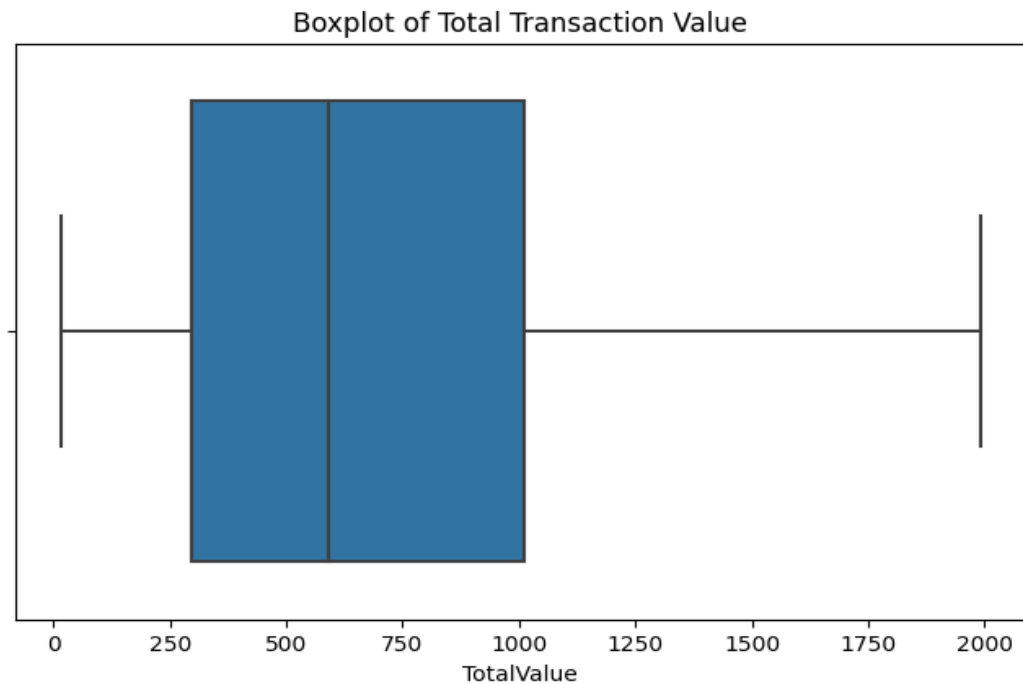
3. Top-Selling Products:

- Products like P059 and P029 are our best-sellers, reflecting high demand across customers.
- These products might have better pricing, quality, or broader appeal compared to others.



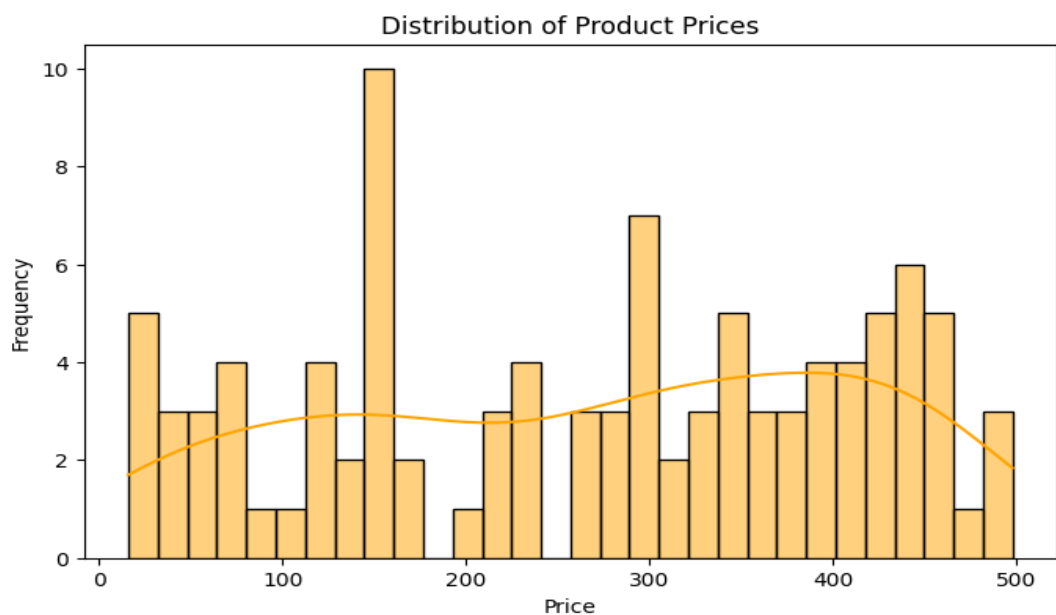
4. Transaction Behaviour:

- Most transactions range between \$250 and \$1,000, with a median value of ~\$750.
- There are no extreme outliers in transaction values, which indicates consistent spending behaviour across customers.



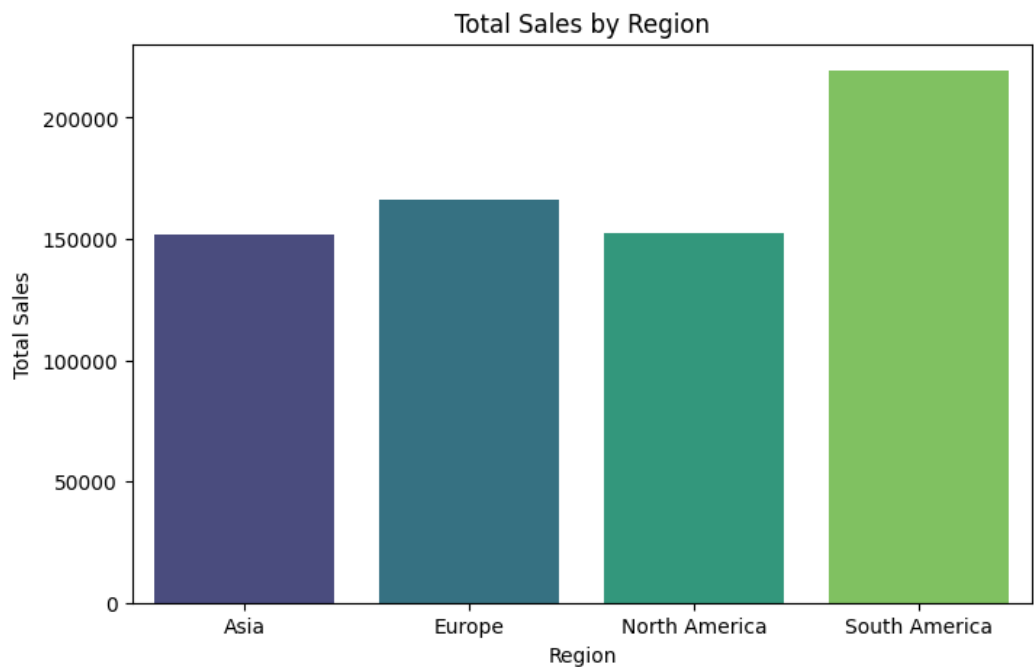
5. Price Distribution:

- The price of products ranges from \$16.08 to \$497.76, with a noticeable peak around \$200.
- This suggests that most customers prefer products within a mid-range pricing bracket.



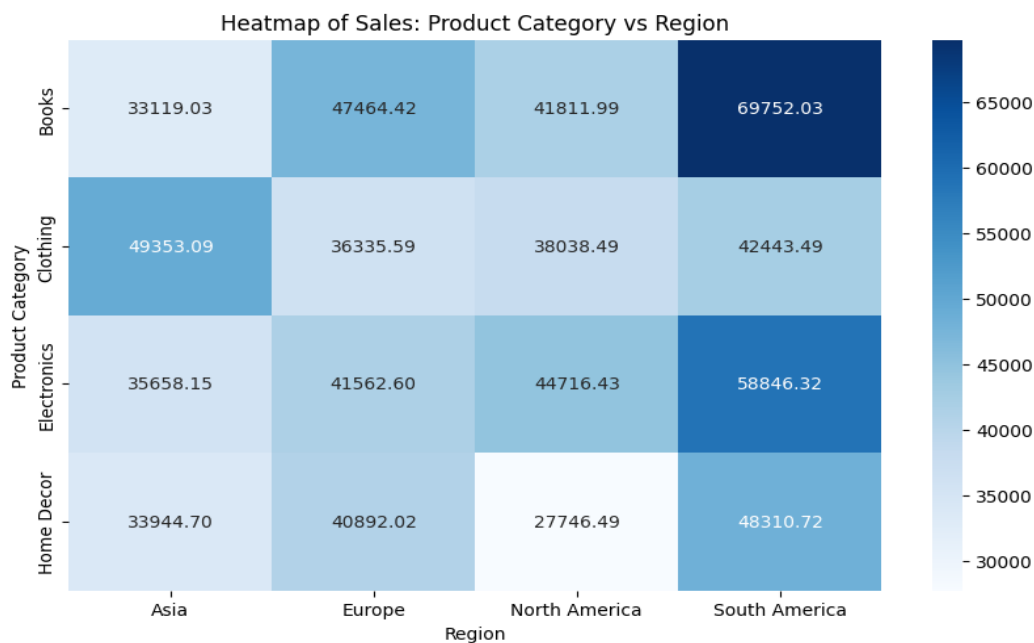
6. Regional Sales:

- South America leads in total sales, making it a critical market for our business.
- Europe follows as the second most lucrative market. North America and Asia have similar sales figures, slightly behind the top regions.



7. Category vs. Region Performance:

- Books perform well across all regions, especially in South America and Europe.
- Electronics and Clothing have stable sales, while Home Decor underperforms in all regions.



My Observations and Recommendations

1. Regional Expansion:

- Focus marketing and customer acquisition efforts on South America and Europe, as they account for the highest number of customers and sales.
- Explore opportunities to improve engagement in North America and Asia through localized campaigns and better product offerings.

2. Product Strategy:

- Maintain a strong inventory of best-selling products like P059 and P029 to meet demand.
- Introduce promotions or discounts to boost the sales of underperforming categories like Home Decor.

3. Pricing Optimization:

- Keep a competitive price range around \$200, as it aligns with customer preferences and drives higher sales volume.
- Offer premium products at higher price points to target customers with higher purchasing power.

4. Customer Retention:

- Implement loyalty programs to increase repeat purchases, especially in regions with lower sales volumes (North America and Asia).
- Use personalized marketing to recommend products that align with customer transaction histories.

5. Category Diversification:

- Assess the factors affecting low sales in the Home Decor category and consider repositioning or bundling strategies.
- Focus on cross-selling opportunities, such as pairing Books with Electronics or Clothing.

6. Sales Campaigns:

- Create region-specific sales campaigns to address the unique preferences and performance of each region.
- Use insights from top-selling products to inform promotional strategies and seasonal campaigns.

By understanding our customer demographics, transaction behaviours, and product performance, I have identified clear opportunities to strengthen our business. My recommendations aim to increase customer satisfaction, optimize sales performance, and improve overall profitability. These insights will guide our future strategies, ensuring we remain competitive and customer-focused.