Report: Exploratory Data Analysis (EDA)

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Task 1

Business Insights

1. Customer Base Size

The dataset is such that it addresses 199 customers, who represent a narrow and manageable coverage area. It produces a prospect to develop personalized marketing campaigns and customer loyalty programs (ensuring high customer retention and satisfaction).

2. Average Transaction Value

The average ticket costs $690 indicating that customers are willing to spend a considerable sum on purchases. A possible explanation behind such a high number is valuable products or bulk purchases. Upselling or cross-selling strategies will only raise this number while improving customer lifetime through better customer satisfaction.

3. Regional Distribution

Regions with the highest customer concentration contribute significantly to revenue. Focusing marketing efforts in these regions could maximize ROI.

4. Top-Selling Products

The top 10 products dominate sales, showcasing their strong demand among customers. Promoting these items through discounts, special bundles, or highlighted placement on the platform can drive even higher sales.

5. Purchase Timing

During certain hours, sales are at their highest. It is possible to profit from consumer purchasing behavior by designing promotions to coincide with certain times.