

# **Business Insights from Exploratory Data Analysis (EDA)**

## **1. Customer Transaction Behavior:**

- The distribution of transactions per customer shows a significant variation, with a majority of customers making relatively few transactions. Identifying and targeting high-frequency customers for loyalty programs could boost revenue.

## **2. Revenue Distribution:**

- Revenue analysis reveals a skewed distribution, with a small percentage of customers contributing a large portion of the total revenue. Implementing personalized marketing strategies for these high-revenue customers could improve retention and profitability.

## **3. Top-Selling Products:**

- The top 10 products by sales volume account for a substantial share of the total sales. Focusing on the inventory and promotional strategies of these high-demand products can enhance overall sales performance.

## **4. Average Transaction Value:**

- The average spending per transaction shows a wide range, suggesting the potential to upsell or cross-sell during transactions. Bundling related products could increase the average transaction value.

## **5. Monthly Revenue Trends:**

- **Monthly revenue trends highlight seasonal spikes and dips, which can be leveraged for inventory planning and targeted marketing campaigns during high-demand periods.**