

5 business insights from the EDA

1. Regional Distribution of Customers

There is a diverse customer base spread across various regions, with a notable presence in South America and Asia. This indicates that localized marketing campaigns should target these regions. To increase engagement, further region-specific promotions, language support, and regional pricing strategies can be explored.

2. Price Distribution of Products

The product prices range from \$16.08 to \$497.76, with the majority falling in the lower to mid-range price bracket. This suggests that customers may prefer affordable products. Offering promotional bundles or discounts on high-priced products could drive sales, especially for products in categories like electronics or home decor.

3. Quantity and Transaction Size

The average transaction includes 2 to 4 products, with the total value ranging from \$16.08 to \$1991.04. A high transaction value indicates that customers are likely purchasing multiple items in a single transaction. To enhance this, cross-selling or upselling strategies (e.g., recommending related products during checkout) could boost the average cart value.

4. Customer Signup Trends

Customer signups have steadily increased, with most signups occurring in 2023 and 2024. This could indicate successful marketing campaigns and growing brand recognition. Businesses should continue their customer acquisition efforts, possibly leveraging referral programs or incentivized sign-ups to maintain this momentum.

5. Popular Product Categories

The product categories, including electronics and books, show a diverse set of interests among customers. Electronics seem to have a strong sales presence. Companies should consider enhancing the product offerings in these popular categories, introducing new, innovative products, or offering seasonal discounts to capture more market share.