

## **Insights Gained From Dataset :**

- 1:** Customers from South America form a large share of the customer base, followed by Asia and Europe. However, transaction frequency is relatively low in Europe compared to the other regions. This suggests the potential for targeted promotional campaigns and localized offerings in Europe to boost sales.
- 2:** Electronics and Books are the top-performing product categories in terms of sales volume and revenue contribution. Products like "Sound Wave Headphones" and "Active Wear Smartwatch" have consistent demand
- 3:** Transaction volumes peak during specific months, such as March, June, and August, indicating seasonal shopping behavior. This pattern aligns with mid-year sales or holidays.
- 4:** Customers often purchase Books and Home Decor items together, suggesting complementary purchasing behavior. Bundling these products can drive sales.
- 5:** Products priced between INR 300-500 see higher demand compared to higher-priced items. Customers display price sensitivity when selecting premium products like "Home Sense Sweater."
- 6:** Categories like Clothing and Home Decor have untapped potential with moderate sales. Increasing product variety and advertising these categories can help improve their performance.
- 7:** A small subset of customers accounts for a disproportionately large share of revenue. These high-value customers frequently purchase high-priced items like "TechPro T-Shirt" and "Sound Wave Laptop".
- 8:** Many customers have made only one or two transactions since their signup date, indicating a large base of low-frequency buyers.
- 9:** Customers who signed up in 2024 show higher average transaction values compared to those who joined in earlier years, suggesting that newer customers are spending more.
- 10:** Clothing and Home Decor categories show lower transaction volumes compared to Electronics and Books, despite higher profit margins in these categories.