Exploratory Data Analysis (EDA) Report

Customer Signup Trends

Analysis of signup dates revealed consistent growth in customer registrations over the years. This indicates that the platform has steadily attracted new customers, with certain years showing a sharp increase, likely due to targeted marketing or promotions.

Revenue Trends

Annual revenue trends show significant peaks during specific periods, suggesting seasonal promotions or product launches. Such trends are useful for planning future campaigns and inventory.

Popular Products

The top 10 products contributed disproportionately to total transactions, highlighting that a few key items drive the majority of sales. Focusing on these products can maximize profitability.

Regional Revenue Distribution

Regions such as [Region Names] contributed the highest revenue, underscoring their importance as target markets. Expanding marketing efforts in these areas could further boost sales.

Unique Customer Behavior

Customers who frequently purchased across multiple categories tend to have higher lifetime values.

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Offering personalized recommendations to these customers can improve engagement.