

## **Business Insights Gleaned from EDA**

### **1.Customer Distribution by Region**

The customers are geographically distributed throughout North America 45% and Europe 35%. The region is the central market for business. Marketing strategies focused at these regions might increase customer base and sales.

### **2.When Customers Sign up**

Customers signing up are during November and December periods. This means that there was a promotion period during the holiday season. Promotions during this period will really boost customer subscription.

### **3.Product categories with highest sale**

Electronics comprises 40% of total sales, while Home Appliances comprise 25%. Adding inventory in these areas or packaging items would increase revenue.

### **4. Month-on-Month Revenue Trend**

Revenue is steadily up from January to December with a peak during Q4. This makes Q4 the period to capitalize on with maximum promotion and discount to get the maximum out of it.

### **5. Potential for Customer Retention**

Customers that registered more than a year ago account for 60% of reorders, which shows high levels of loyalty. Keeping in touch with these through selective offers can help improve retention.