

EDA Insights and Recommendations

1. Sales Trend Over Time

- Sales peaked in **June** and **September**, exceeding **70,000 units** each.
 - Significant drops in **February** and **November**, with **December** showing recovery.
 - **Action:** Analyse drivers of peak months and replicate successful strategies in low-sales months.
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2. Top Products by Revenue

- **ActiveWear Smartwatch** leads with \$39,096.97 in revenue.
 - **SoundWave Headphones** and **SoundWave Novel** also contribute over \$24,000.
 - **Action:** Expand tech and activewear product lines.
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3. Average Spend by Region

- **South America** (\$721.55) and **Europe** (\$710.49) have the highest average spends.
 - **North America** and **Asia** trail slightly but remain strong.
 - **Action:** Focus premium campaigns in South America and Europe.
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4. Top Customers by Lifetime Value

- Top customer (ID **C0141**) spent **\$10,678.87**, with all top 10 exceeding **\$6,700**.
 - **Action:** Introduce loyalty programs for high-value customers.
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5. Product Preferences by Region

- **Books** are the top revenue generator across regions.
 - **South America** leads demand, followed by **Europe**, with **North America** and **Asia** contributing equally.
 - **Action:** Optimize book inventory and focus on South America and Europe for growth.
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Key Observations and Actions

1. **Sales Trends:** Address seasonal patterns and focus promotions during low-sales months.
2. **Product Focus:** Prioritize tech and activewear categories for inventory and marketing.
3. **Regional Focus:** Target premium campaigns in high-spending regions (South America, Europe).
4. **Customer Loyalty:** Strengthen retention strategies for top customers via personalized offers.