

BUSINESS INSIGHTS FROM EDA

1. Regional Sales Distribution

- South America has the highest total sales value, surpassing other regions like Asia, Europe, and North America. This suggests a strong market presence and demand in the region. Business strategies should focus on sustaining and expanding market share by introducing targeted promotions, localized marketing efforts, and partnerships with regional distributors.

2. Category-Wise Product Performance

- The sales distribution across categories is nearly uniform, with Books, Clothing, and Electronics leading slightly. However, Home Decor products have relatively lower sales, which may indicate a lack of consumer awareness or limited demand. Companies can explore potential reasons such as pricing, product variety, or regional preferences.

3. Top-Selling Products

- Certain products from Books, Clothing, and Electronics categories consistently achieve high sales volumes, indicating strong customer preference and repeat purchases. These products should be prioritized for stock replenishment to prevent stockouts and maximize revenue.

4. High Demand Products by Quantity Sold

- The highest-selling products exceed 40+ units, with Books and Electronics leading. Understanding customer preferences for these items can help optimize inventory and sales strategies. This trend suggests that certain genres in Books or specific features in Electronics may be driving sales.

5. Potential Underperforming Segments

- Some categories exhibit lower sales, such as Home Decor, which may indicate either low demand or insufficient marketing efforts. Further analysis of regional trends, price sensitivity, and customer preferences can help determine the root cause. Conducting surveys, gathering consumer insights, and running A/B testing on different marketing strategies can help identify effective ways to boost sales.