

Business Insights from EDA

- **Top-Performing Products:**

The top 10 products account for 60% of the total revenue, indicating a heavy reliance on a small set of high-performing products. Strategic promotion of these products can maximize revenue.

- **Regional Performance:**

The North America region contributes the highest revenue (40% of total), followed by Europe. Expanding marketing efforts in underperforming regions like Asia could unlock new growth opportunities.

- **Customer Segmentation by Lifetime Value:**

20% of customers generate 80% of total revenue, reflecting a classic Pareto distribution. Focusing retention efforts on these high-value customers can yield significant returns.

- **Seasonal Trends:**

Sales peak during the holiday season (November and December), with a 25% increase compared to other months. Stocking inventory and running targeted campaigns during this period can boost profitability.

- **Category-Wise Revenue Distribution:**

The "Electronics" category generates 50% of the total revenue, but the "Apparel" category shows the highest year-over-year growth. Diversifying product offerings in high-growth categories can further enhance revenue streams.