

## **EDA and Business Data Analysis Report**

### **Arvind Agarwal EDA & Business Insights:**

- 1. The most sold product is ActiveWear Smartwatch with 100 units sold.**
- 2. The highest revenue-generating region is South America with \$219352.56.**
- 3. Customer signups peaked in 2024 with 79 new signups.**
- 4. The distribution of revenue across customer segments shows that 61.25% of revenue comes from first-time buyers and 38.75% comes from repeat buyers. This balance is key to understanding the customer lifecycle and could indicate opportunities for converting first-time buyers into repeat customers by offering them personalized incentives.**
- 5. Purchases peak during the months of 7 with a total sales volume of 267.**