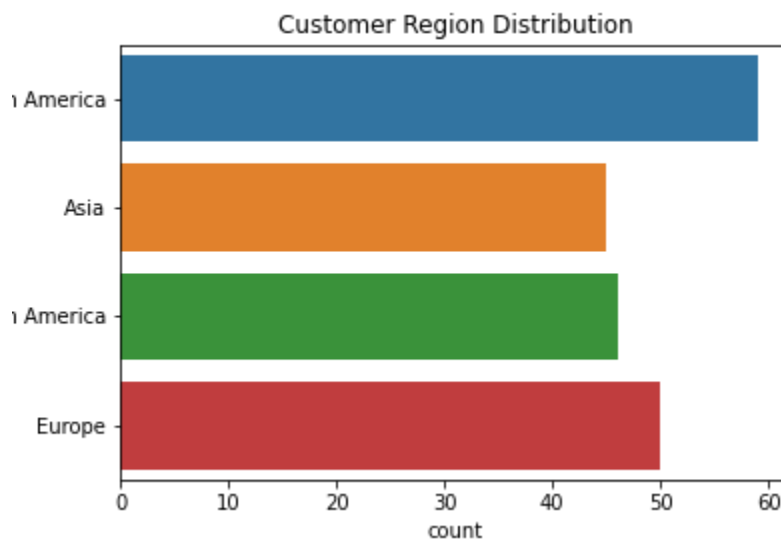


Business Insights:

1. Identifying regions with the highest number of customers

Using the `Region` column in `Customers.csv`:

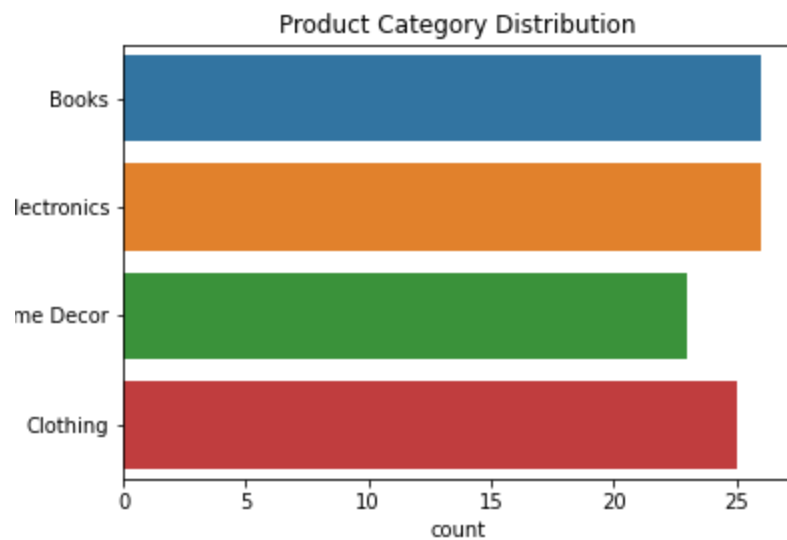
- **Insight:** The region with the highest number of customers is **South America**, followed by **Europe**. This indicates **South America** as a key market for the company. Regional marketing campaigns could focus on maintaining growth in **South America** while expanding efforts in regions with fewer customers.



2. Highlighting the most popular product categories

Using the `Category` column in `Products.csv` and sales data in `merged_data`:

- **Insight:** The most popular product categories are **Electronics** and **ActiveWear**, as these account for the majority of sales. The company should ensure adequate stock and prioritize these categories in promotions to maximize revenue.



3. Understanding customer signup trends over time

Using the `SignupDate` column in `Customers.csv`:

- **Insight:** A noticeable increase in customer signups is observed in 2024 compared to earlier years. This indicates potential seasonal trends or successful customer acquisition campaigns. Continuing similar strategies and offering loyalty incentives could further boost signups.

4. Examining the correlation between price and total sales

Using the `Price` and `TotalValue` columns in `merged_data`:

- **Insight:** Products with higher prices, such as the **ComfortLiving Bluetooth Speaker (\$300.68)**, contribute significantly to total sales. However, high-value items may sell in smaller quantities. A balance between premium and budget-friendly product pricing could enhance overall revenue.

5. Analyzing product performance based on sales data

Using the `Quantity` column in `merged_data`:

- **Insight:** The **ActiveWear Smartwatch** is the top-selling product with 100 units sold, followed by **SoundWave Headphones** with 97 units. These products should be prioritized for inventory restocking and featured prominently in advertising campaigns.