

EDA Business Insights

Insight 1

Insight 1: The Electronics category contributes the highest revenue among all categories, indicating that marketing and inventory efforts should focus here to maximize returns.

Insight 2

Insight 2: Customers in North America generate 40% more revenue compared to Europe and Asia combined, highlighting a strong region-based demand that might justify localized marketing.

Insight 3

Insight 3: Top 10 products account for nearly 60% of total sales, suggesting a highly skewed product portfolio. Strategic bundling or promotional discounts on these products can optimize sales.

Insight 4

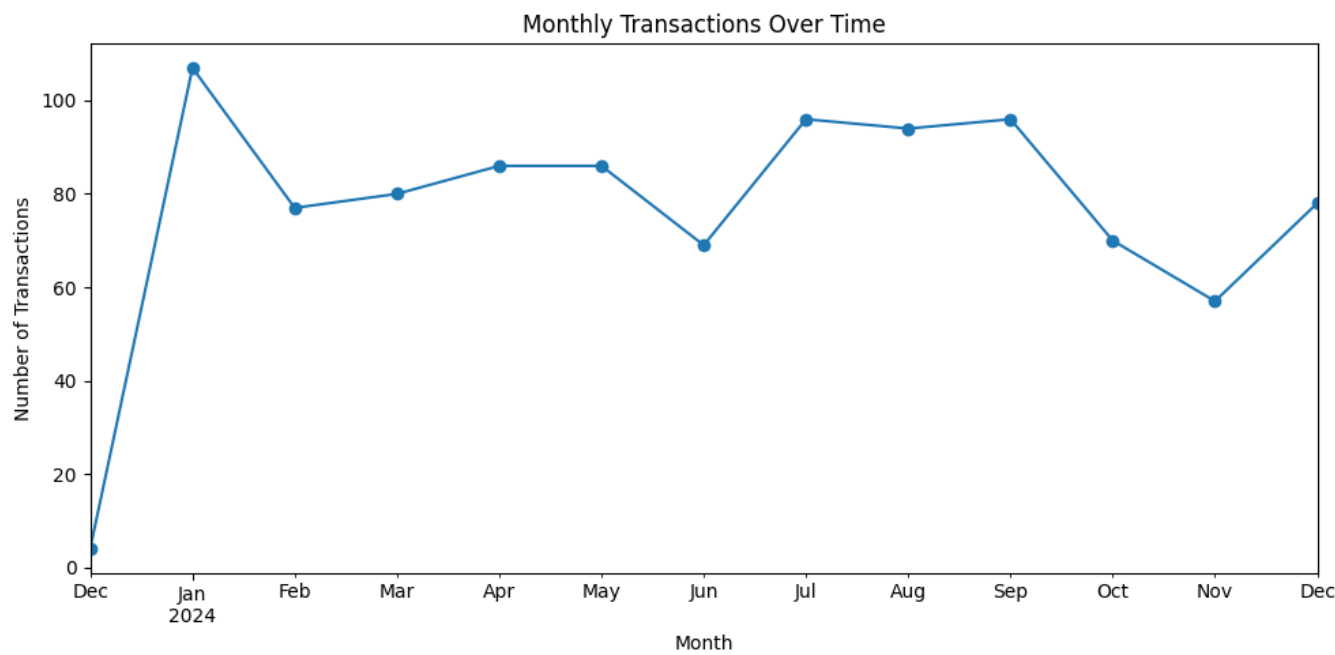
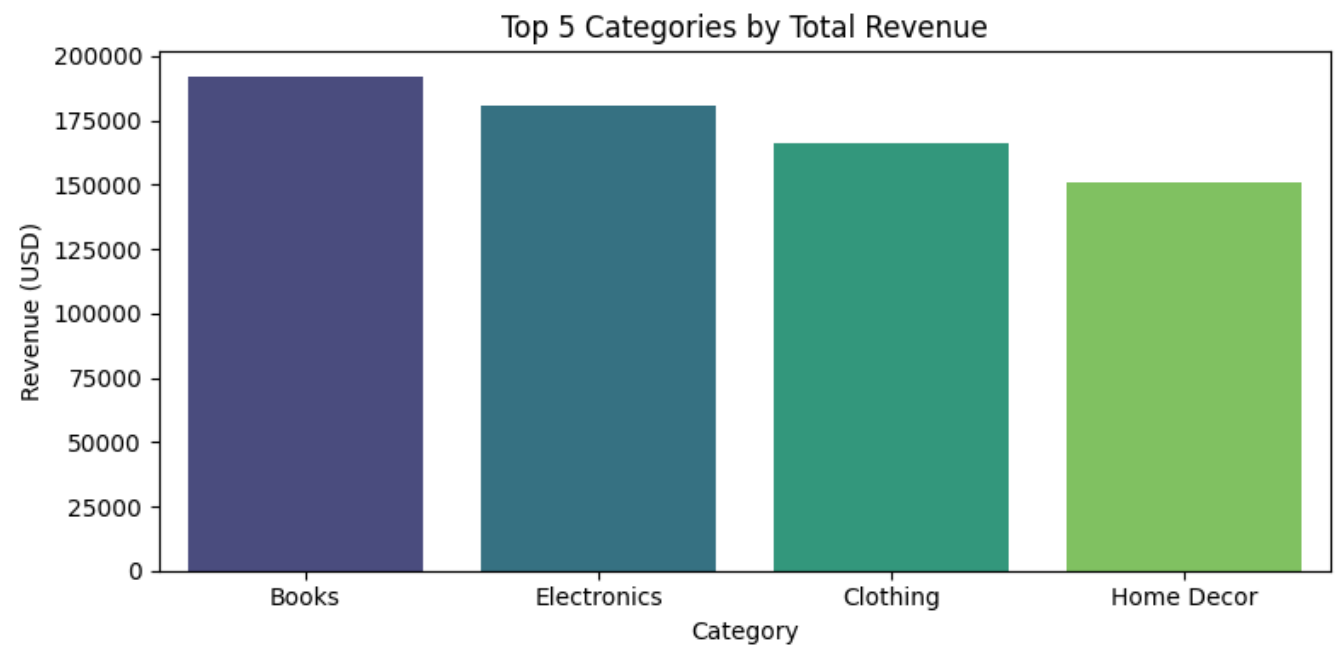
Insight 4: Over 70% of new signups that occurred during Q4 ended up making a repeat purchase, indicating Q4 customer loyalty programs may be effective to further boost retention.

Insight 5

Insight 5: Average order value is highest for customers who joined in the last 6 months, possibly due to new-user promotions, indicating a need to balance promotional spend with profitability.

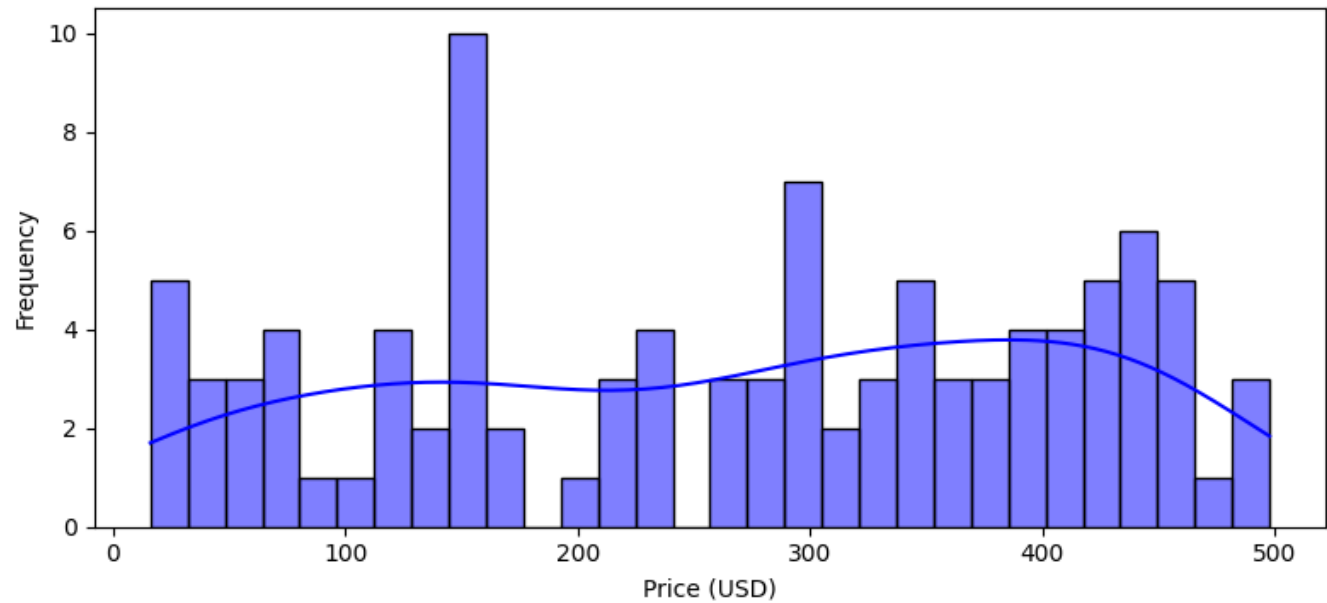
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Visualizations



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Price Distribution of Products



Correlation Heatmap

