

## **Business Insights Report**

### **Insights Derived from EDA**

1. Customers are predominantly from Asia and South America, suggesting a need to focus marketing efforts on these regions.
2. The 'Electronics' category has the highest number of products, indicating it as a key driver of sales.
3. Transactions have increased steadily over time, with a notable spike in the last year.
4. Most customers signed up within the last two years, reflecting recent growth in the customer base.
5. High-value transactions are concentrated among a few products, highlighting potential flagship products for promotion.