**EXPLORATORY DATA ANALYSIS (EDA)**

**1. CUSTOMER SIGNUP TREND:**

The customer signup trend has spikes at certain intervals. There is a peak in May 2022 and January 2025. These trends could be related to marketing campaigns, seasonal promotions, or referral programs.

- Suggestion: Analyse why the peaks happen to repeat the successful models and ensure steady customer acquisition all year round.

**2. TREND OF REVENUE PER MONTH:**

- The trend of revenue per month shows strong performance in January 2024 and fluctuation during the rest of the year. The revenue continues to be stable but experiences slumps in specific months.

- Recommendation: Identify the reasons for high revenue in January, like holiday sales or discounts, and improve strategies to minimize the low revenue months.

**3. REVENUE BY REGION:**

- South America generates the highest revenue, followed by Europe. Asia and North America generate almost similar but relatively lower revenues.

- Recommendation: Expand customer bases and marketing efforts in Asia and North America to increase revenue in these regions.

**4. TOP PRODUCTS BY QUANTITY SOLD:**

- The most popular product is the "Active Wear Smart Watch," followed by products like "Sound Wave Headphones" and "Home Sense Desk Lamp." Active Wear products dominate the top 10.

- Recommendation: Increase inventory and marketing for Active Wear products to meet high demand while analysing trends for other categories.

**5. REVENUE CONTRIBUTION BY CATEGORY:**

- The "Books" category drives the most revenue, followed by "Electronics," "Clothing," and "Home Decor."

- Suggestion: Continue to push promotions for the "Books" category and seek opportunities to grow "Home Decor" sales.