

Here are five business insights derived from the EDA:

1. **Regional Focus:**

South America accounts for the largest portion of our customer base, with Europe and North America following closely behind. While finding ways to grow customer base in lagging areas like Asia could open up new revenue streams, concentrating marketing efforts in South America could result in larger returns.

2. **Revenue Concentration by Category:**

The two categories that generate the most revenue are books and electronics. It may be possible to balance sales and increase total revenue by expanding product options or enhancing discounts in less well-liked categories like clothing and home decor.

3. **Seasonality in Sales:**

January and August saw the highest transaction volumes, indicating seasonality or promotional activity. During these times of heavy activity, revenue could be maximized by utilizing these tendencies with targeted ads or promotions.

4. **Customer Segmentation:**

A tiny percentage of consumers accounts for a sizable portion of total revenue. Relationships could be improved and retention rates raised by implementing loyalty programs or tailored offers for these valuable clients.

5. **Price Sensitivity:**

The majority of sold products fall into the mid-price band, suggesting that customers are price sensitive. Offering premium products with competitive pricing and promotions could stimulate higher-value purchases and increase overall sales.