

Business Insights from EDA

South America Dominates Customer Distribution:

South America has the highest number of customers among all regions, indicating a strong customer base and high engagement. This highlights the potential for expanding market penetration and tailoring campaigns specifically for this region.

Books Generate the Highest Revenue:

The "Books" category outperformed other categories in terms of revenue, showcasing its popularity. Expanding this category or introducing exclusive offers could further boost revenue.

January 2024 Transaction Peak:

Transaction volume peaked in January 2024 with over 100 transactions. This suggests a seasonal trend, potentially driven by New Year promotions, which could be leveraged for future marketing strategies.

High-Value Customer - Paul Parsons:

Paul Parsons is the top spender, contributing over \$10,000 in revenue. High-value customers like Paul should be prioritized for loyalty programs, personalized offers, or early access to products.

ActiveWear Smartwatch Leads Sales:

The "ActiveWear Smartwatch" is the most popular product, with sales exceeding 100 units. Its strong demand highlights the growth potential for wearable technology products, suggesting scope for bundling or cross-selling strategies.

South America - High Revenue Potential:

South America also has the highest average revenue per customer, exceeding \$700. This reaffirms the region's value and makes it a prime target for premium product launches.