Business insights:

The following are five business insights from EDA:

1. **Regional Customer Distribution:**

Customers are unevenly distributed across regions. There are a few regions where the customer base is significantly high.

2. **Product Performance:**

Few products contribute a large share of total sales. The top 10 products make up most of the revenue.

3. **Monthly Sales Trends:**

Sales show seasonality with major peaks in some months. This indicates the necessity of seasonal promotions.

4. **Category-Wise Sales Contribution:**

Specific product categories drive the sales figures.

5. **Customer Spending Habit:**

The majority of the sales are generated by a few customers.