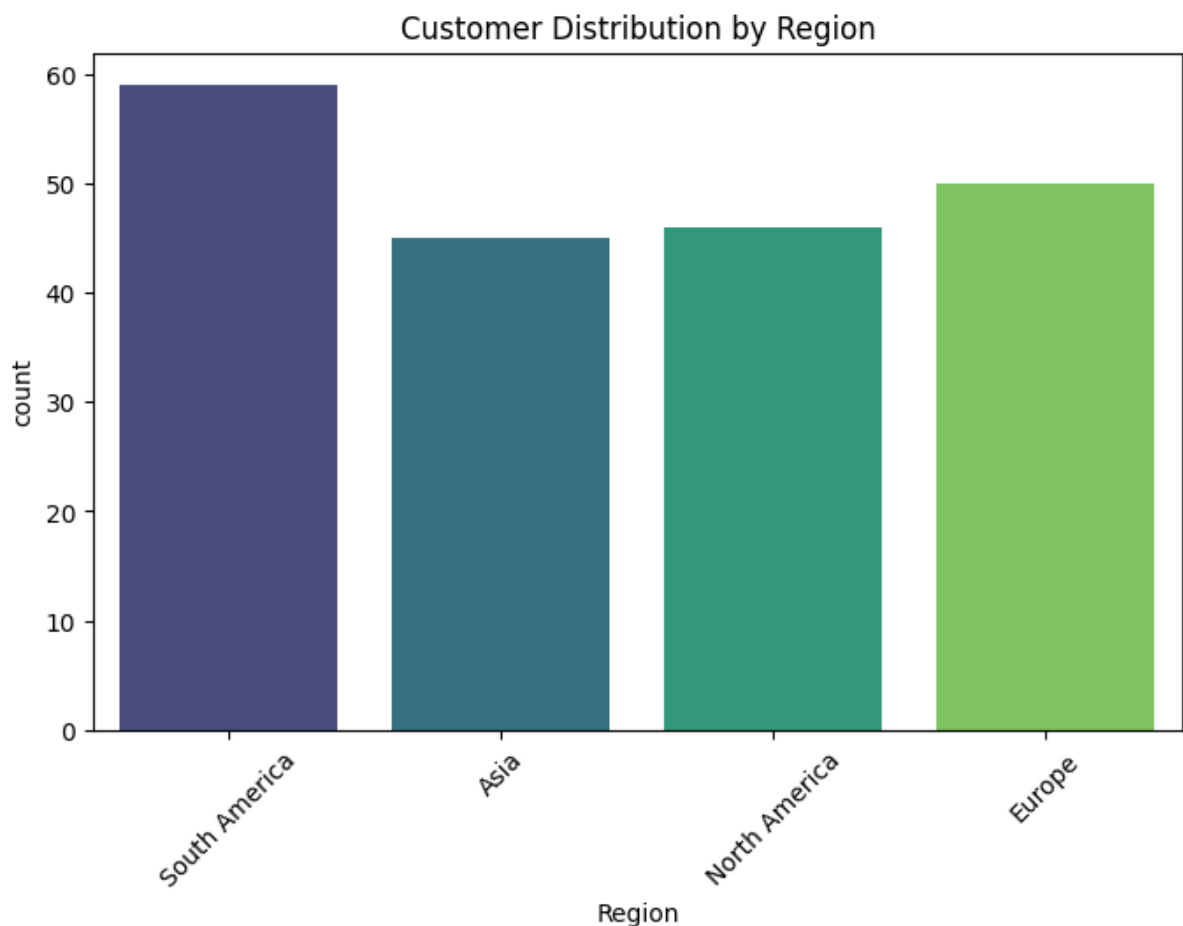
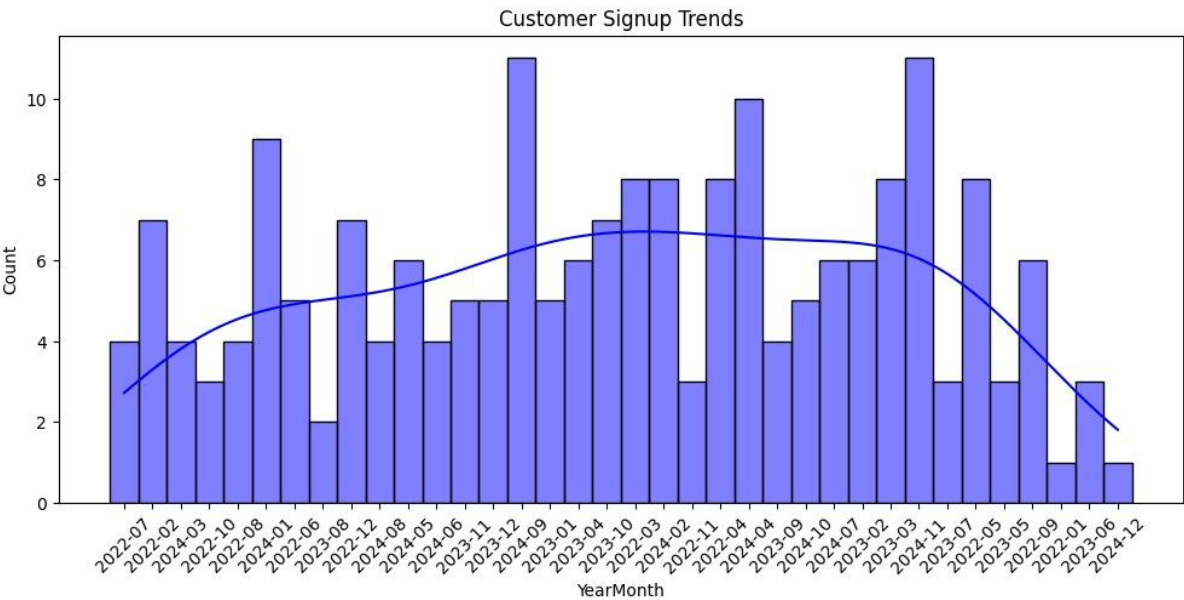


## Business Insights through EDA

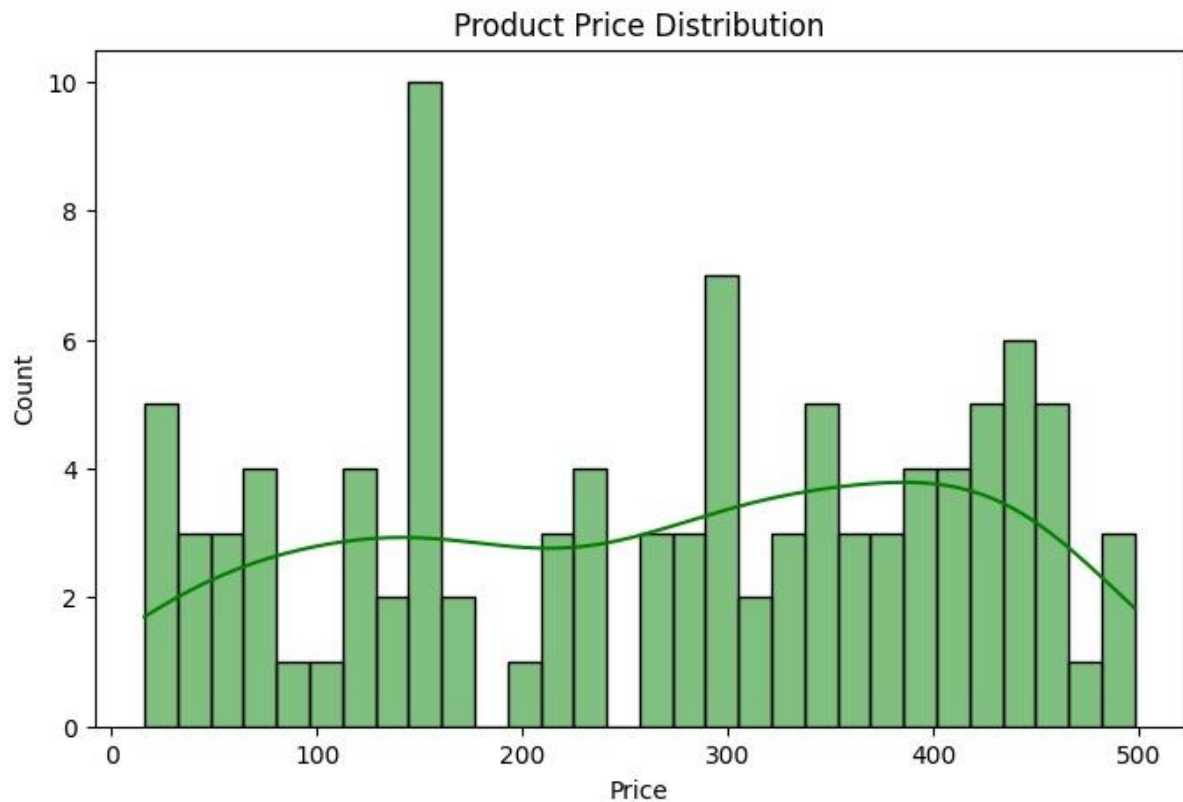
1. Despite Asia's larger population, the lower number of customers from this region indicates a potential market opportunity. The company could focus on targeted marketing and promotional efforts in Asia to increase customer acquisition. Tailoring product offerings to local preferences and addressing any regional barriers (e.g., shipping, payment methods) could help boost engagement and conversions. Additionally, exploring partnerships or localized strategies might strengthen the brand's presence and drive customer growth in this high-potential region.



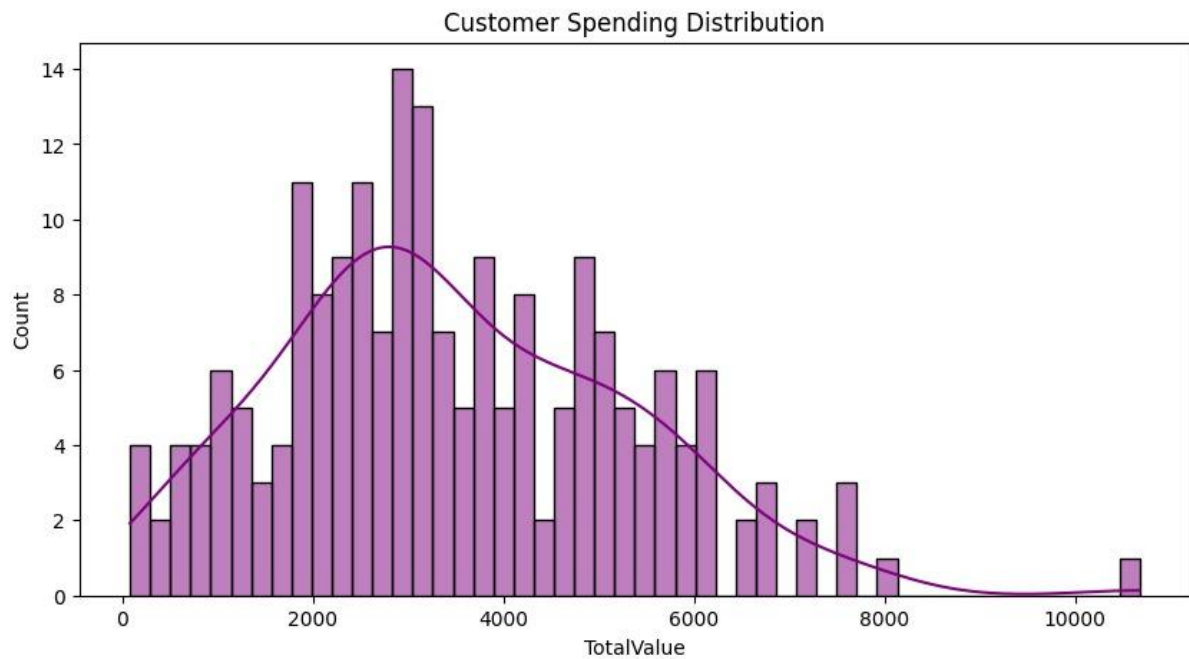
2. The chart shows customer signups peaked in December 2022 and November 2023, likely due to campaigns or seasonal factors. Signups were stable during mid-2022 to late 2023 but dropped significantly in late 2024, indicating potential issues like reduced marketing or demand. Addressing this decline and analyzing successful periods could help improve customer acquisition.



3. The product price distribution is spread across a wide range, with noticeable peaks around \$100, \$200, and \$400. Most products are priced under \$500, with a tendency for clusters around specific price points. This suggests a diverse pricing strategy, possibly targeting different customer segments. Pricing gaps can indicate opportunities to introduce mid-range products.



4. The customer spending distribution shows a right-skewed trend, with most customers spending between \$2,000 and \$4,000. A small number of high-value customers spend over \$8,000. This indicates that the majority of customers are moderate spenders, while a smaller segment contributes significantly to revenue. The data suggests focusing on retaining high-value customers while incentivizing moderate spenders to increase their spending.



5. The fact that books and electronics dominate the revenue chart suggests these categories are key drivers of sales. For business strategy, focusing marketing efforts on these high-performing categories could boost overall revenue. Additionally, optimizing product offerings, promotions, and inventory management for these segments could further enhance sales. Given their strong performance, the company might consider expanding the range of products in these categories to capture more market share.

