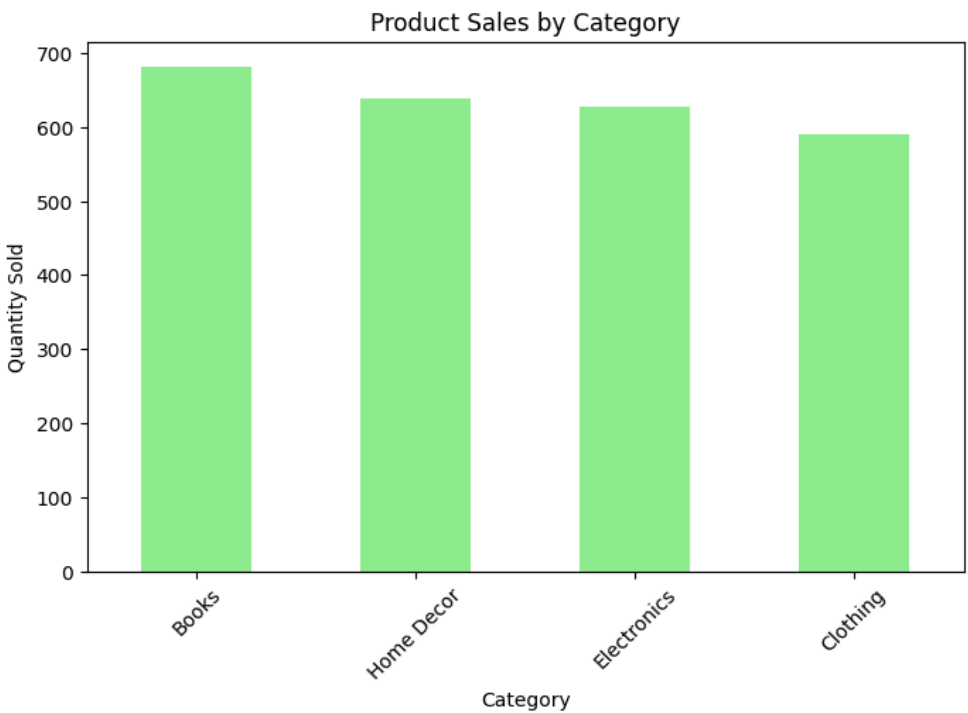


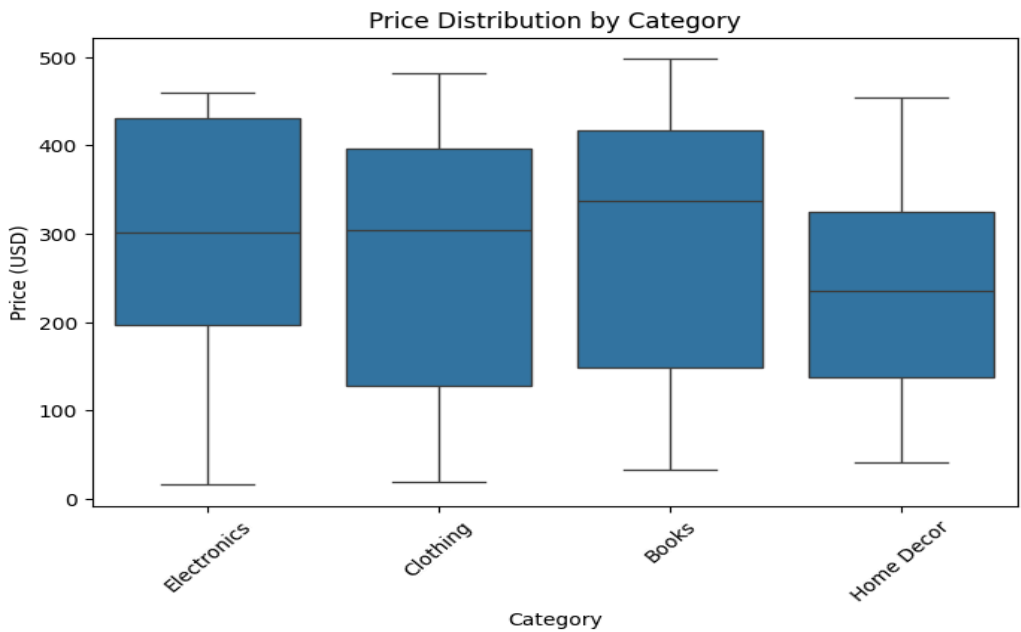
EDA Insights Report

Business Insights from EDA

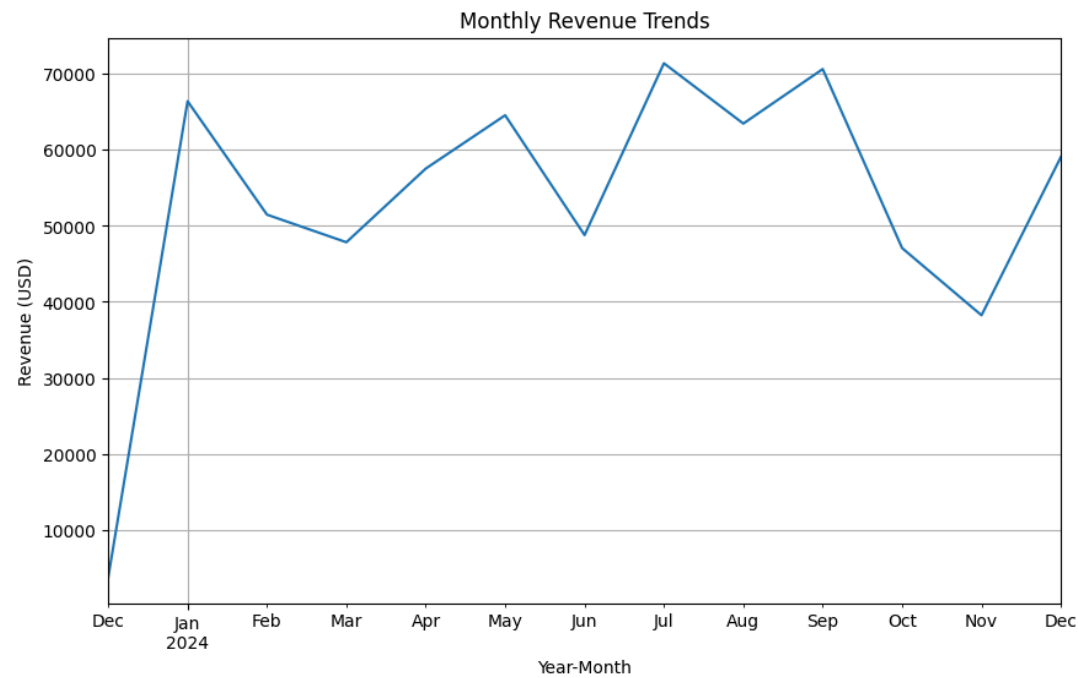
1. Product Demand by Category: Books and Home Decor lead in sales, indicating high customer interest. Electronics and Clothing also have potential but may benefit from promotional campaigns.



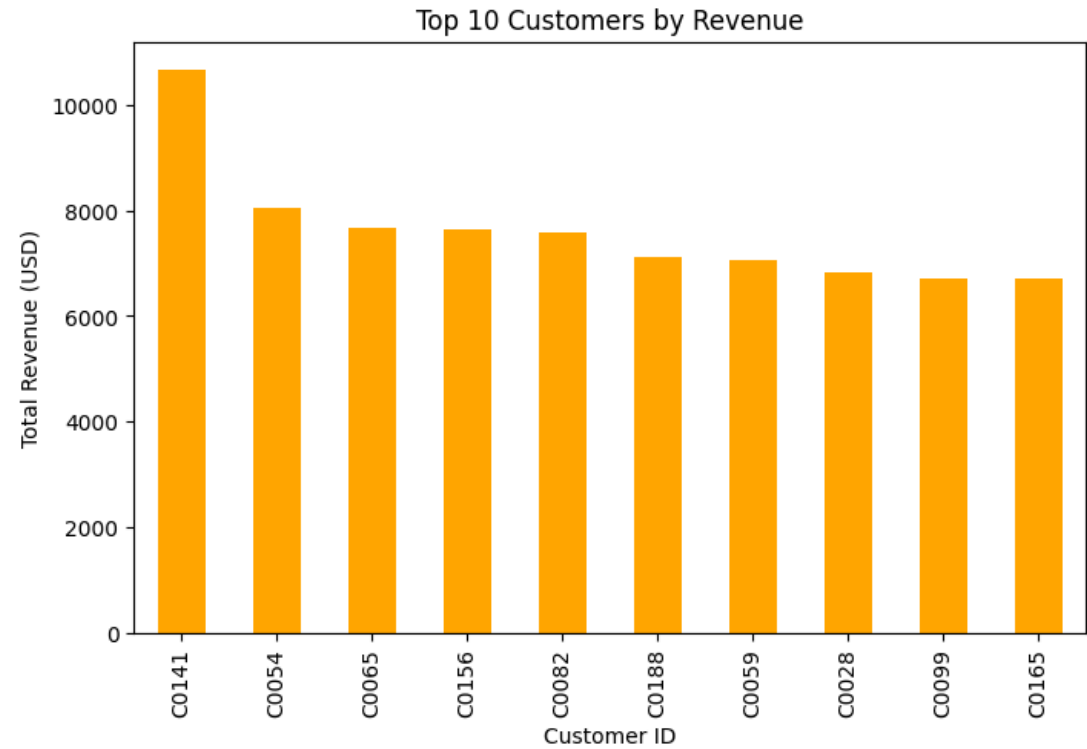
2. Price Sensitivity by Category: Customers are willing to pay more for Books and Home Decor compared to Electronics and Clothing, indicating a focus on quality and uniqueness in these categories



3. Seasonal Trends in Revenue: Revenue peaks in July and September, suggesting seasonal demand. December shows a spike, highlighting opportunities for holiday marketing campaigns.



4. Customer Revenue Contribution: Top 10 customers contribute significantly to revenue, with the highest spender (C0141) generating \$10,700. Retention efforts for high-value customers are critical.



5. Regional Customer Distribution: South America has the largest customer base, followed by Europe. Expanding efforts in these regions and targeted campaigns in North America and Asia can improve market penetration.

