

# Exploratory Data Analysis (EDA) and Business Insights Report

## 1. Introduction

This report presents insights derived from exploratory data analysis (EDA) conducted on the provided data.

## 2. Business Insights

### 1. Regional Sales Performance

Sales distribution across different continents reveals that certain regions significantly contribute to revenue.

### 2. Product Category Contribution to Revenue

An analysis of product categories shows that a few categories dominate overall sales, contributing to nearly

### 3. Customer Lifetime Value (CLV) Analysis

Customers with higher transaction frequency contribute disproportionately to overall sales. A small percent

### 4. Seasonal Trends in Sales

Sales analysis over time identifies seasonal peaks, especially during specific months. Higher transaction v

### 5. Price Sensitivity and Product Demand

Analyzing the relationship between product pricing and sales volume indicates that certain products are hig

## 3. Conclusion & Recommendations

The analysis highlights key areas for business improvement, including targeted marketing, inventory optimi