

# Exploratory Data Analysis (EDA) on Customer Data

## Introduction

This analysis explores customer data to uncover patterns and trends in demographics, spending, and product preferences.

## Key Insights

Customer distribution by region: Most customers come from Asia, followed by Europe and North America.

Top products by sales: The top-selling product generates 20% of sales, suggesting potential for inventory optimization.

Sales trends over time: Peak sales occur during holidays, emphasizing the need for seasonal promotions.

Average spending by region: Customers from North America have the highest average spending, indicating a high-value market.

## Visualizations

Bar chart of customer distribution by region.

Bar chart of top 5 products by sales.

Line chart of monthly sales trends.

Bar chart of average spending by region.

## Conclusion

Focus marketing efforts on North America and Asia. Optimize inventory for top products and plan holiday campaigns to maximize revenue.