

Business Insights from EDA

1. Regional Sales Insights:

South America leads in sales, contributing **\$219,352.56**, followed by Europe (**\$166,254.63**) and North America (**\$152,313.40**). These regions are key revenue drivers and warrant focused marketing strategies. In contrast, Asia (**\$152,074.97**) shows potential for growth through localized campaigns and promotions.

2. Monthly Sales Trends:

Sales peaked in **July 2024** with **\$71,366.39**, indicating strong mid-year demand. In contrast, months like **December 2023** and **November 2024** underperformed. Introducing targeted seasonal promotions during these low-performing months could help stabilize revenue.

3. Top-Selling Product Categories:

Categories such as **Electronics** and **Home Accessories** dominate sales, with products like **ActiveWear Smartwatch** and **SoundWave Headphones** leading the charge. Focusing on these popular categories through upselling, cross-selling, and featured marketing campaigns can boost profitability.

4. Customer Spending Behavior:

The average customer spends **\$3,467.31**. High-value customers could be targeted with personalized loyalty programs or premium services to further increase their lifetime value. Identifying low-spending customers and engaging them with discounts or entry-level products might drive retention.

5. Product Performance:

Among individual products, **ActiveWear Smartwatch** (100 units sold) and **SoundWave Headphones** (97 units sold) are the most purchased. Expanding inventory for these items and offering bundle deals can further enhance sales. Monitoring stock levels for these popular products will also prevent potential revenue loss due to unavailability.