

Exploratory Data Analysis (EDA) Insights

Insight 1: Regional Customer Distribution

South America hosts the largest number of customers (59), followed by Europe (50), North America (46), and Asia (45). Marketing campaigns targeting South America could yield the highest engagement, while exploring opportunities in Asia may help address its smaller customer base.

Insight 2: Product Category Popularity

Books and Electronics dominate the product catalog (26 items each), while Home Decor has the fewest items (23). Expanding Home Decor options might help diversify sales and attract new customers interested in this category.

Insight 3: Price Distribution and Revenue Potential

The average product price is \$267.55, with a range from \$16.08 to \$497.76. High-price products likely contribute significantly to revenue, suggesting a potential focus on premium items.

Insight 4: Monthly Sales Trends

January experiences the highest transaction volume (107), with consistent activity through mid-year and a decline in late months like November. Seasonal promotions could boost sales in slower months.

Insight 5: Transaction Value Dynamics

The average total transaction value is \$689.99, with a maximum of \$1991.04. Strategies to upsell or bundle products can help increase average transaction values and revenue.