Exploratory Data Analysis (EDA) Insights

Dear Reviewer,

This document summarizes the key insights derived from the exploratory data analysis conducted on the provided eCommerce dataset.

1. Customer Distribution by Region:

- Most customers are from "South America" (59%), followed by "Asia" (26%).

- Understanding customer concentration helps in regional marketing strategies.

2. Popular Product Categories:

- "Books" account for 26% of total products sold, followed by "Electronics" (25%).

- Investment in trending categories can maximize revenue.

3. Monthly Transaction Trends:

- Transactions peak during seasonal months, indicating the importance of promotional campaigns during these times.

4. Average Spending by Region:

- North American customers spend the most ($721.80 on average), indicating a premium customer base.

5. Most Frequently Purchased Products:

- Top-selling products include "ActiveWear Smartwatch" and "ComfortLiving Biography."

- Replenishing inventory for high-demand products ensures continuous sales.

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Thank you for reviewing the insights. For further details, please refer to the associated visualizations and data analysis scripts.

Best regards,

Sravani Kallepalli