

## **Business insights from the EDA**

**1. Top 10 Products by Revenue:** The top 10 products, including "ActiveWear Smartwatch" and "SoundWave Headphones," contribute significantly to the total revenue. This indicates that high-end tech and activewear are key revenue drivers. Focus on promoting these products and ensuring their availability can lead to higher overall sales.

**2. Seasonal Sales Trends:** Sales data shows clear seasonal patterns, with peaks around November and December. This suggests that holiday shopping and events like Black Friday influence purchasing behavior. Strategic promotions and inventory adjustments during these peak months can capitalize on the increased demand.

**3. Regional Sales Performance:** North America and Europe account for the largest share of revenue. Focusing marketing efforts on underperforming regions such as Asia or South America could unlock new growth opportunities. Tailoring campaigns based on regional preferences may help increase market penetration.

**4. Price Variability and Customer Segmentation:** There is a wide range of product prices, indicating a diverse customer base with different price sensitivities. Premium products continue to perform well, suggesting there are affluent customers willing to invest in high-quality items. Targeting these segments with tailored pricing strategies can boost revenue.

**5. Customer Loyalty and Retention:** A small percentage of customers are responsible for the majority of transactions, highlighting their importance to the business. Focusing on loyalty programs or personalized offers for frequent buyers can increase customer retention and drive more consistent sales from this high-value group.