Insights and Data with EDA Visualizations

1. Revenue by Region:

There are marked differences in revenue contributions. South America appears to be less more than Europe.

2. Top Product Categories Sold by Quantity:

Some product categories like "Electronics" have a higher sales volume which indicates there is a great demand for tech products.

3. Revenue by Months Trend:

There is a change in revenue trends during different months which means they are associated with seasonality or promotional events for some regions.

4. Average Transaction Value by Region:

Various customers value different things. Some regions (e.g. Europe) tend to make higher value transactions while others lower.

5. Most Active Customers by Number of Transactions:

Low transaction customers and high transaction customers make up for a smaller group of demographics and they seem to show potential for being VIP customers.