

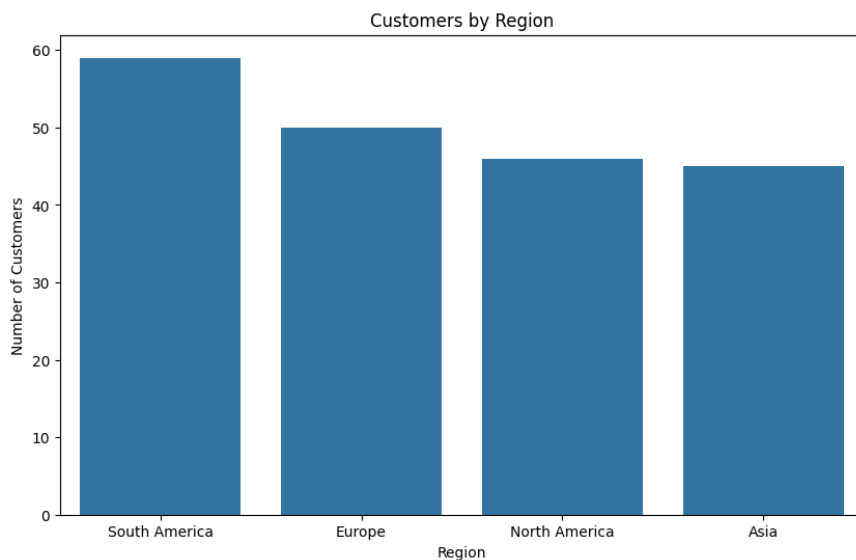
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Business Insights Report

Business Insights Derived from EDA

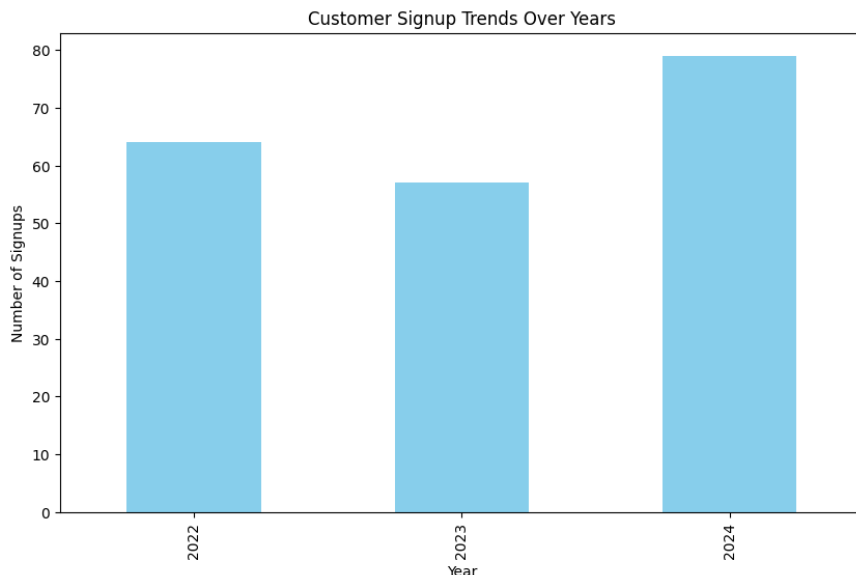
1. No of Customers based on Regions:

The analysis shows that South America has the most customers, followed by Europe and North America. This means there are many customers in South America, which suggests that there is a chance to create marketing strategies that are specific to that region.



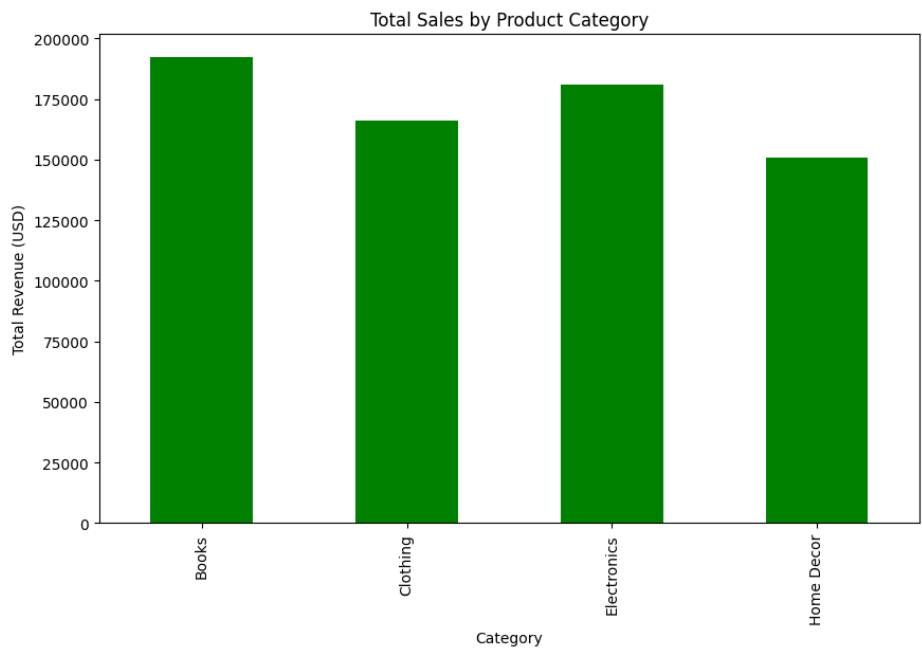
2. Customer SignUps trend over Years:

Most of the customer signups happened in 2024. This shows how important the campaigns run during that time were. Looking at what made these campaigns successful could help us repeat their success.



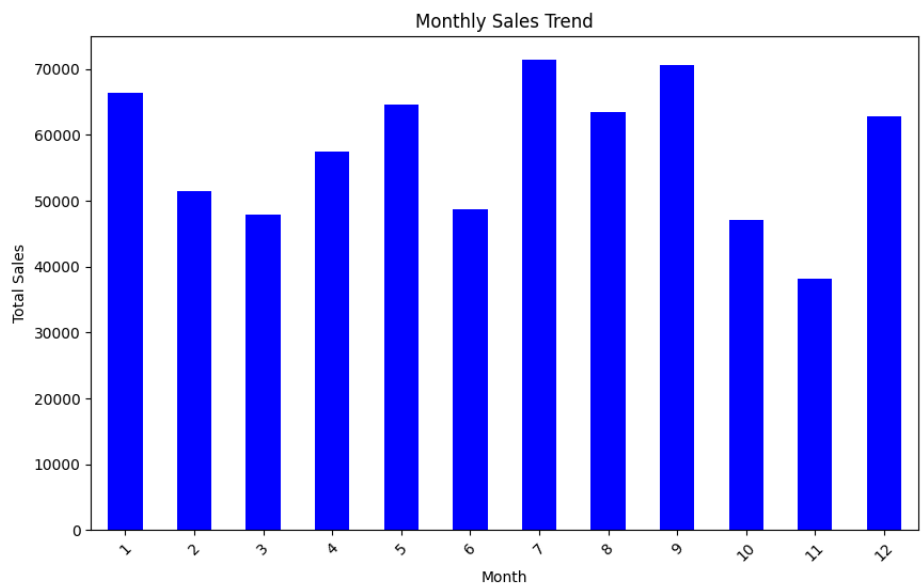
3. Total Sales by Product Category:

Products like Electronics and Books make the most money. By expanding these categories and selling related items together, we could earn even more profit.



4. Monthly Sales:

Sales trends show that some months have a lot of sales. For example, sales go up during the holidays, which means there is a good chance to run special promotions at that time.



5. Most Valuable Customers:

The top 10 customers bring in a lot of money. Creating special loyalty programs for these customers can help keep them coming back and boost sales even more.

