

## **Business Insights from EDA**

1. The majority of customers are concentrated in South America, suggesting targeted marketing efforts in this region may yield higher engagement.
2. The highest sales volume comes from a select few products, indicating a focus on these top-performing items could drive revenue growth.
3. Customers who have been with the company for a longer period tend to spend more, highlighting the importance of customer retention strategies.
4. Sales exhibit seasonal trends, with spikes in certain months, suggesting promotional campaigns should align with these high-demand periods.
5. A significant proportion of transactions involve small quantities, indicating potential for upselling or bundle promotions to increase order size.