Results from EDA of the data:

Customer Distribution by Region

- **South America**: Holds the largest share with **29.5% (59 customers)**, indicating a strong market presence or demand in the region.
- **Europe**: Accounts for **25.0% (50 customers)**, showing a significant customer base.
- **North America**: Represents **23.0% (46 customers)**, reflecting a balanced distribution.
- **Asia**: Has the smallest share at **22.5% (45 customers)**, suggesting potential for growth or the need for increased marketing efforts.

Top 10 Most Purchased Products

- **ActiveWear Smartwatch** and **SoundWave Headphones**: Most popular products, each contributing **3.8% of total purchases**, indicating strong consumer interest in wearable technology and audio products.
- **HomeScent Desk Lamp** and **ActiveWear Rug**: Also show high purchase rates, highlighting demand for home and lifestyle products.
- **TechPro Textbook** and **SoundWave Desk Lamp**: Least purchased among the top 10, each capturing **2.8%**, suggesting a niche market or the need for promotional strategies.

Total Sales by Product Category

- **Books**: Lead with **27.8% ($192,147)**, indicating a strong interest in reading materials.
- **Electronics**: Follow closely with **26.2% ($180,784)**, reflecting a high demand for tech products.
- **Clothing**: Accounts for **24.1% ($166,171)**, showing a steady market for apparel.
- **Home Decor**: Contributes **21.9% ($150,894)**, suggesting room for expansion or targeted marketing to boost sales.

Monthly Sales Trend

- **Peak Sales**: Observed in **December 2024**, exceeding **$70,000**, likely due to holiday shopping.
- **Additional Peaks**: May and September, possibly driven by seasonal promotions or product launches.
- **Lowest Sales**: February and November, indicating potential for improvement through targeted campaigns during these months.

Top 10 Customers by Total Spend

1. **Paul Parsons**: Top spender contributing **14.0% ($10,674)**, highlighting his importance as a key customer.
2. **Bruce Rhodes**: Follows with **10.6% ($8,040)**.
3. **Gerald Hines**: Contributes **10.1% ($7,664)**.
4. **Rodney Eaton** and **Juan McDaniel**: Lowest spenders within the top 10, each accounting for **8.8% ($6,700)**, suggesting potential for increased engagement or personalized marketing to enhance their spending.