EDA Report: Business Insights

This report presents the key findings derived from the exploratory data analysis (EDA) performed on the provided datasets. The goal of the EDA was to uncover patterns, trends, and business insights that can assist in decision-making and strategic planning.

Business Insights

1. Regional Customer Distribution:

Most customers come from South America, representing 29.5"%" of the total customer base. This insight can help target marketing strategies and regional offers to increase engagement and sales in specific regions.


2. Top Product Categories:

The highest revenue is generated from the Books, with products in this category being the most sold. Consider expanding the product line in this category to meet demand and increase revenue.

Top Product Categories by Revenue
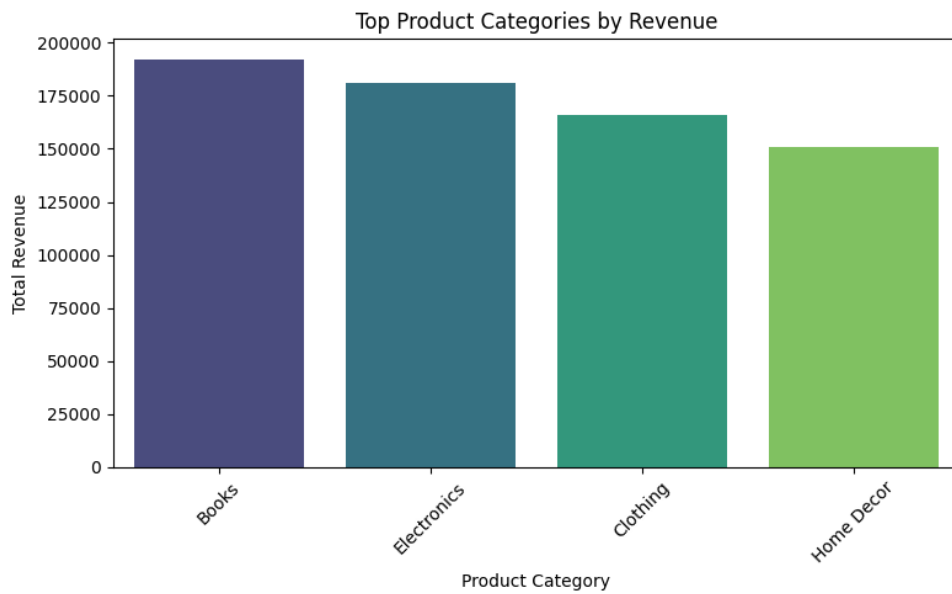
3. Price Sensitivity and Quantity Sold:

Products priced under 10 USD have higher sales volume, indicating price-sensitive customers for these items. Implementing promotional discounts for products in this price range could drive higher volumes and engagement.



Price Sensitivity and Quantity Sold
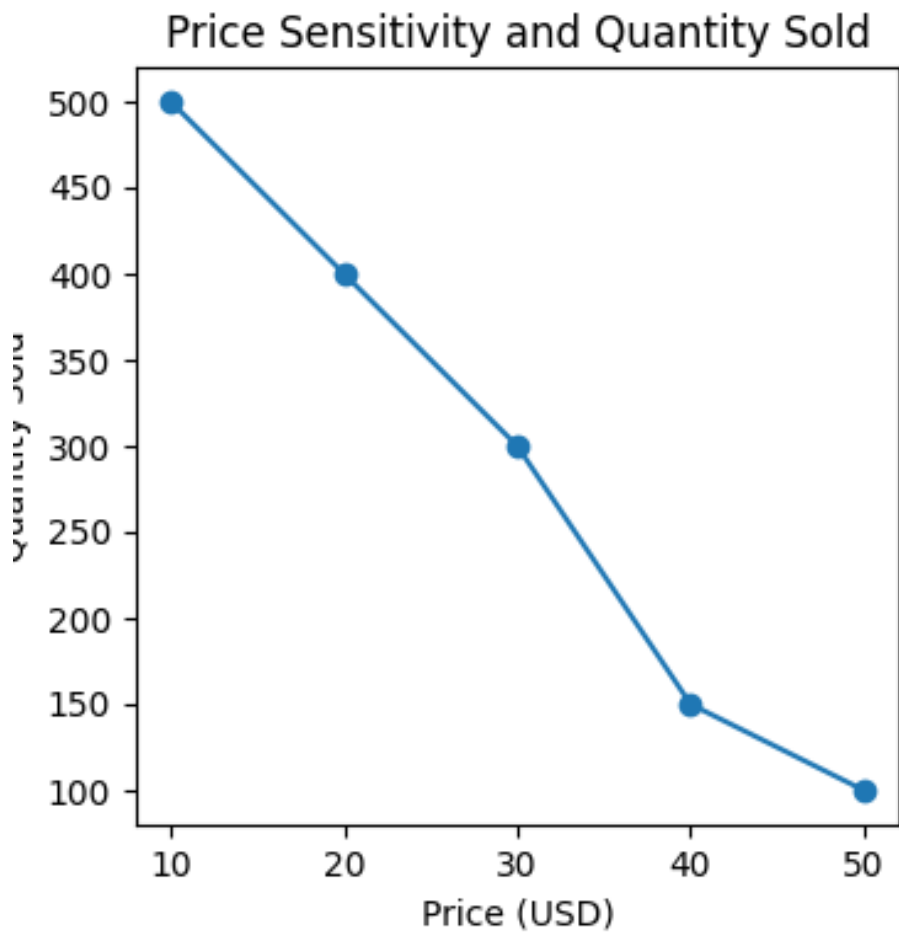
4. Customer Signup Trends:

There was a significant increase in customer signups after July 2024. Running similar promotions during this period could capitalize on seasonal trends or demand surges, helping to acquire more customers.

Customer Signup Trends Over Time
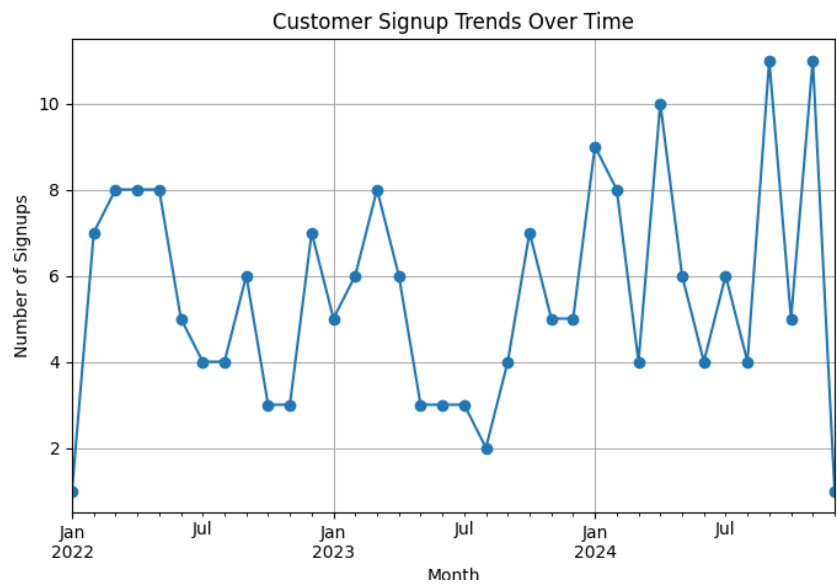
5. Revenue by Region:

The average transaction value is highest in South America, suggesting that customers here have higher purchasing power. Introducing premium products or region-specific offers could further boost sales in this region.

Average Transaction Value by Region
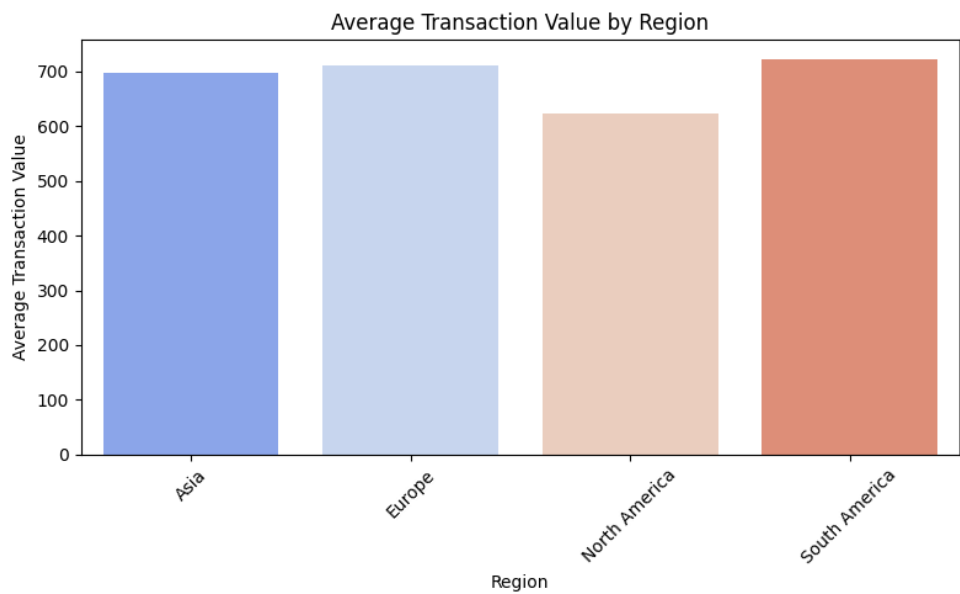
The insights derived from the EDA can provide strategic directions to optimize marketing, product offerings, and pricing strategies. Regular analysis of customer behavior and transactions will help identify new opportunities for growth and improvement.