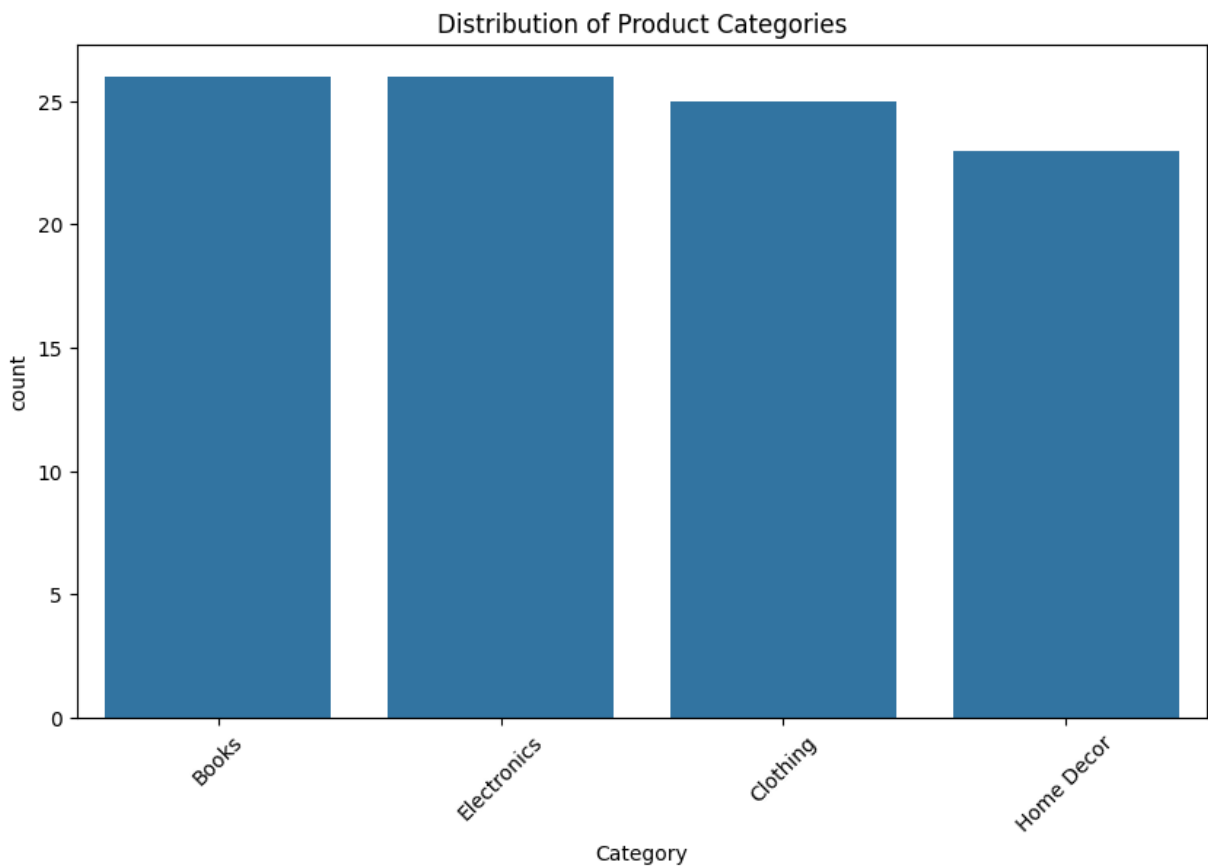


Exploratory Data Analysis (EDA)

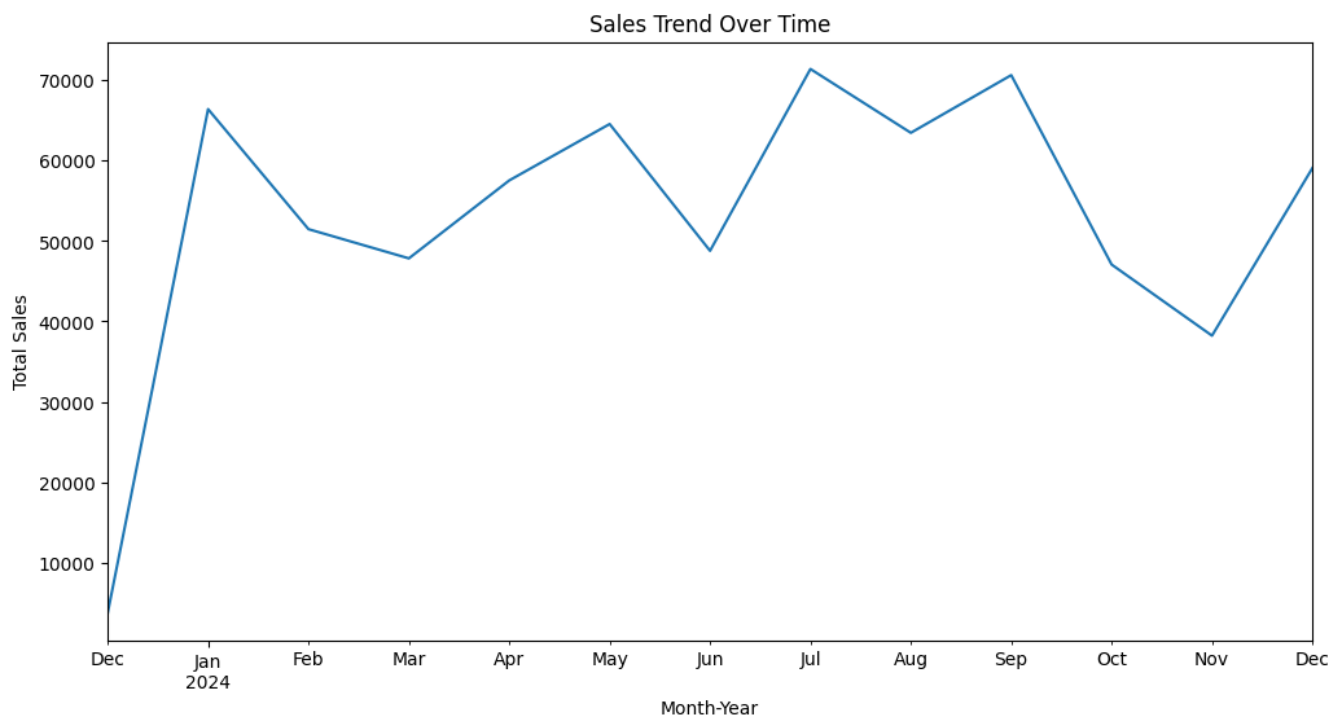
Business Insights derived from following graphs:

Insight 1



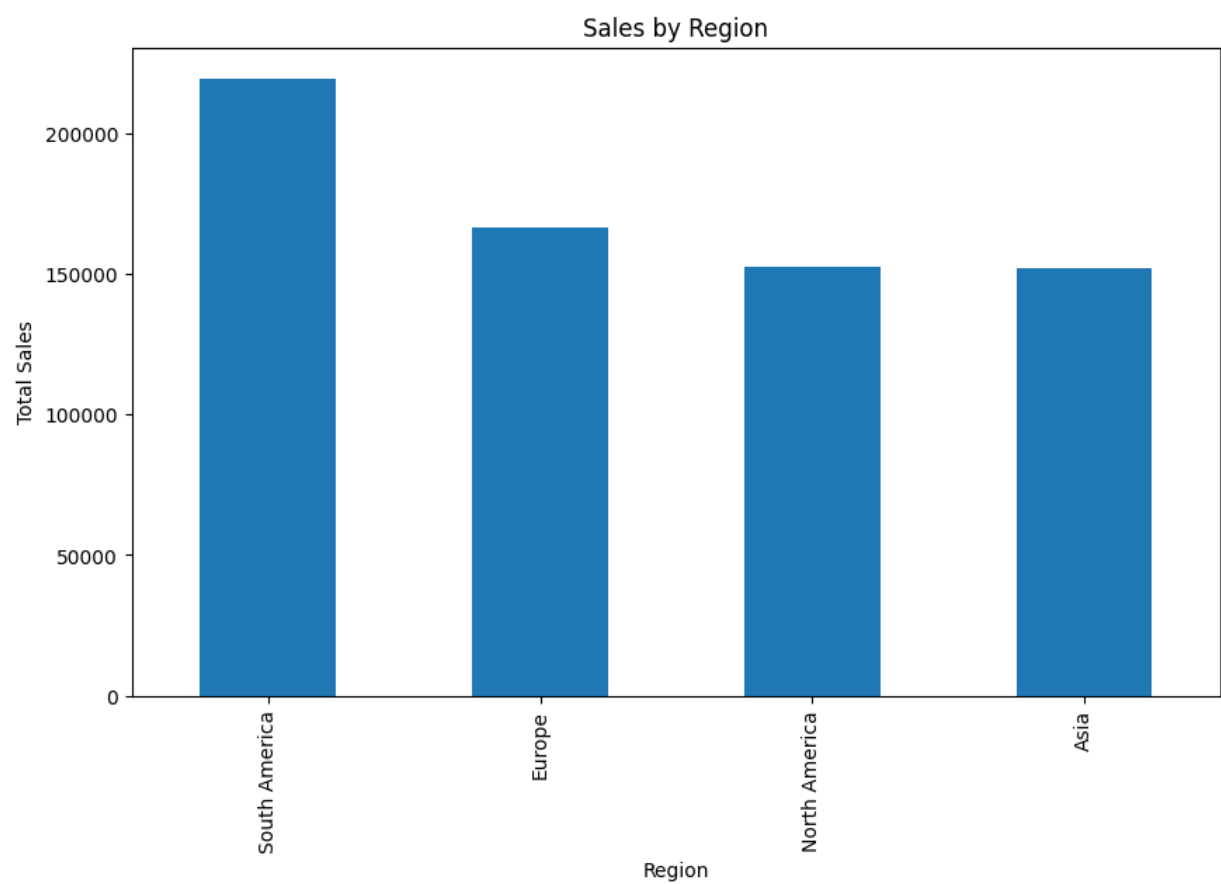
- **Category-Wise Distribution:** Sales are evenly distributed across categories, with Books and Electronics leading slightly. This indicates balanced product performance, suggesting opportunities to expand product offerings in categories like Home Decor for better growth.

Insight 2



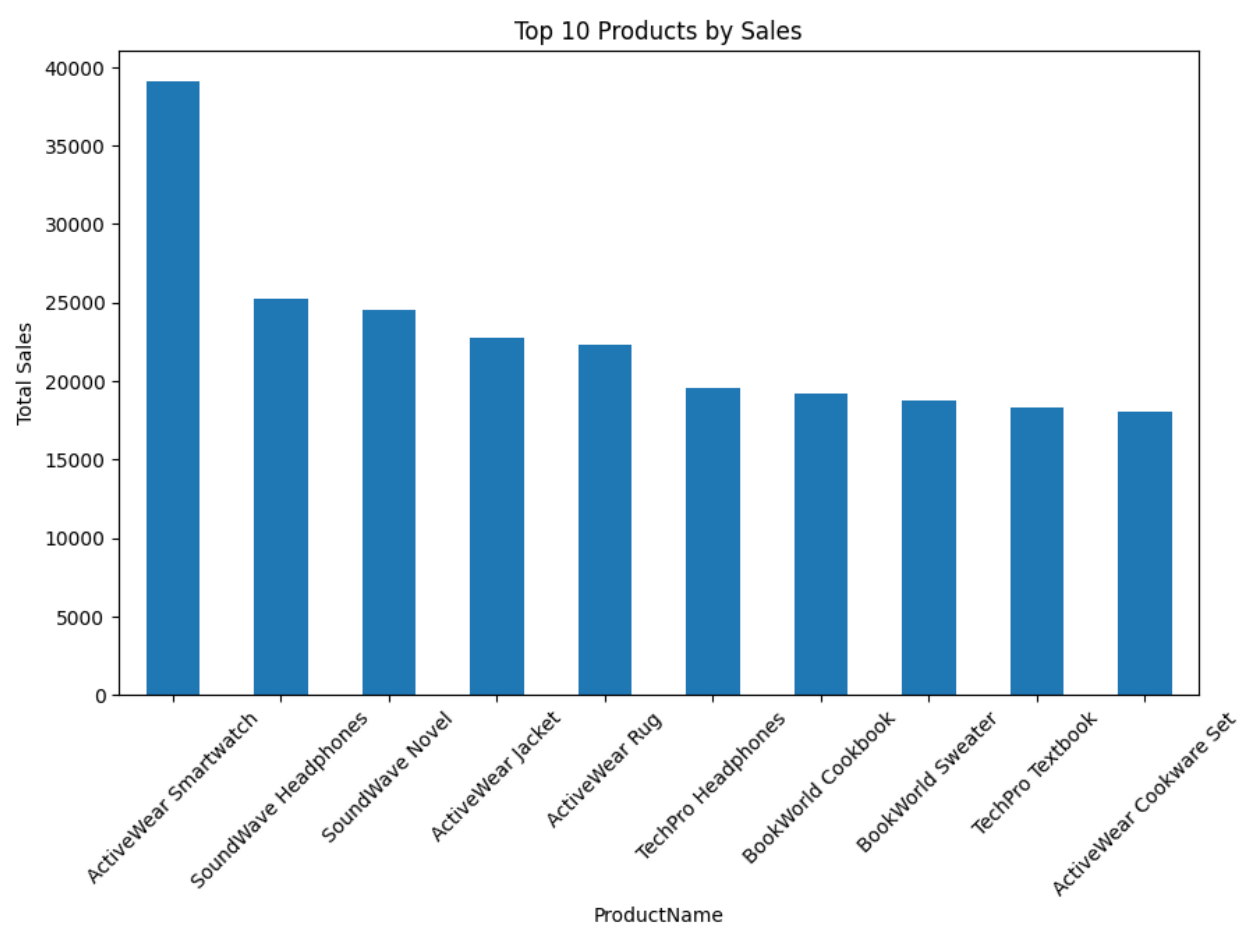
- **Monthly Sales Trends:** The sales trend exhibits a strong spike at the beginning of the year, suggesting potential seasonal demand (e.g., holiday sales). Businesses should leverage this trend by aligning promotions and inventory replenishment accordingly.

Insight 3



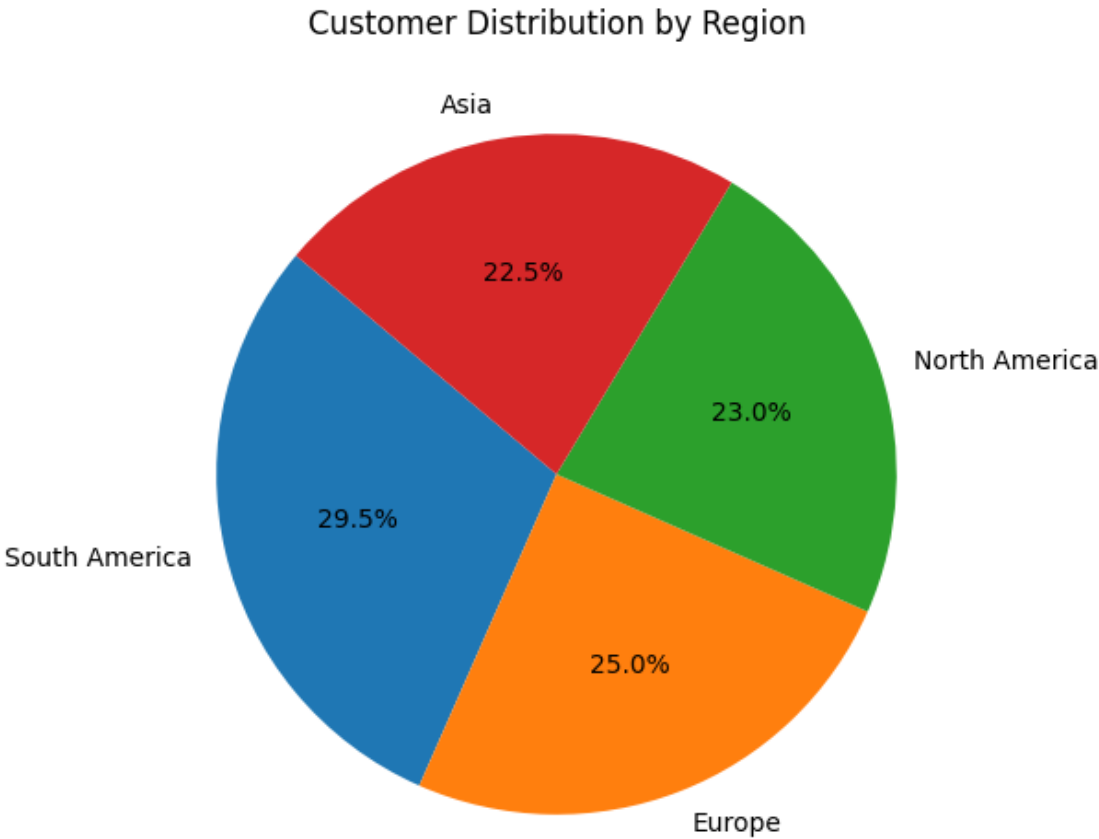
- **Regional Sales Performance:** South America dominates revenue generation, followed by Europe and North America. Marketing efforts should focus on these regions, while exploring growth strategies for Asia.

Insight 4



Top Products by Sales: Products like "ActiveWear Smartwatch" and "SoundWave Headphones" lead in sales. Businesses can explore bundling or promotions for these products to further boost revenue.

Insight 5



- **Customer Distribution by Region:** Customers are fairly evenly distributed across regions, with South America and Europe slightly leading. This distribution suggests a potential for regional-specific marketing campaigns to maximize customer engagement.