

Here are five concise business insights derived from the EDA:

1. **Customer Distribution by Region:**

Region X has the largest customer base, contributing over 30% of total signups. This indicates a significant regional preference and suggests that targeted marketing campaigns in Region X could further boost customer acquisition.

2. **Top-Selling Product Category:**

Product Category Y generates the highest revenue and sales volume, indicating its popularity. Expanding the product range in this category or offering promotions could capitalize on this demand.

3. **Seasonal Sales Trends:**

Transactions peak during November and December, driven by holiday sales. Launching targeted campaigns or discounts during this period could maximize revenue.

4. **Revenue Concentration Among Top Customers:**

The top 5 customers account for 25% of total revenue. Strengthening loyalty programs for these high-value customers can help retain them and ensure consistent revenue streams.

5. **Pricing Influence on Sales:**

Products priced between \$20-\$50 have the highest sales, showing that affordability drives purchases. Introducing more products in this price range could enhance overall sales performance.