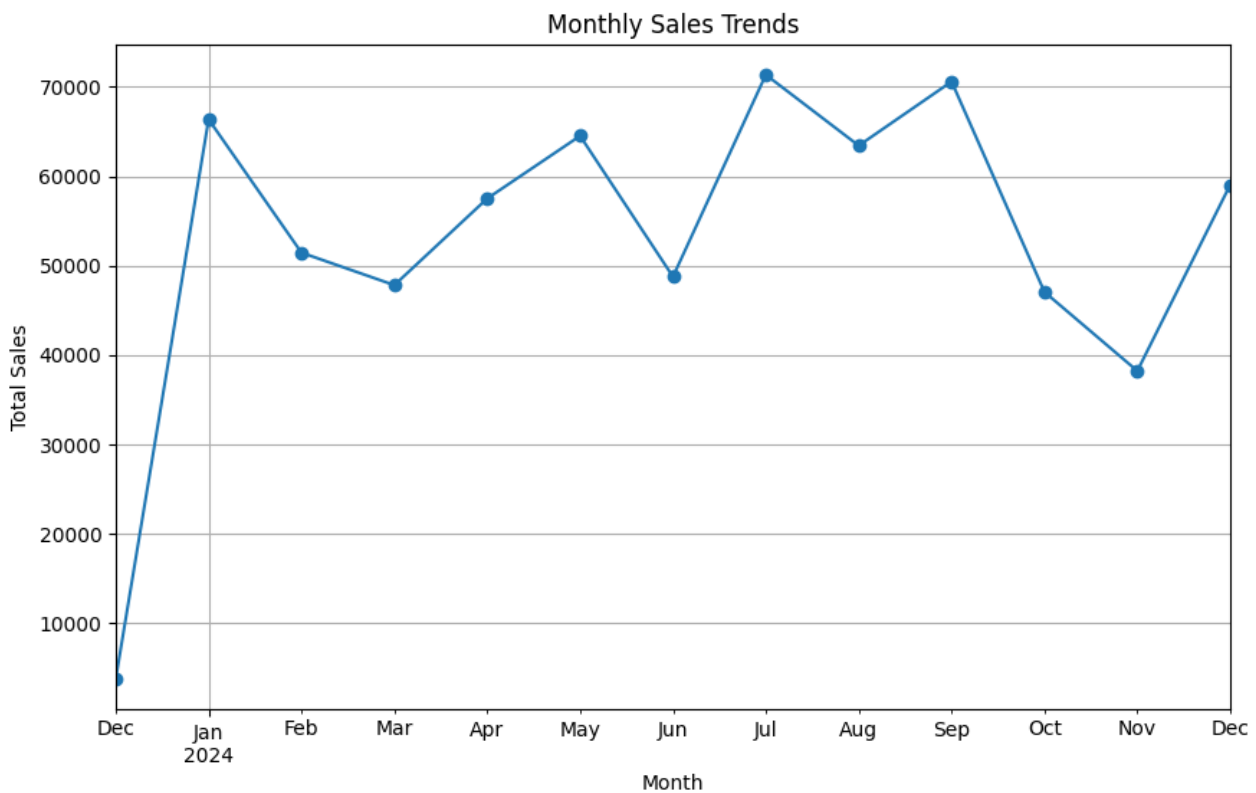


EDA Business Insights

Business Insights:

1. The top-selling products are in high demand, led by categories like Books.
2. South America contributes the most revenue, making it a key target region.
3. A small number of customers generate a large portion of revenue, emphasizing high-value customer importance.
4. Seasonal trends show significant spikes in sales during specific months.
5. The Average Order Value (AOV) is \$690.00, reflecting typical customer spending habits.
6. The customer retention rate is 93.50%, indicating strong loyalty among existing customers.



EDA Business Insights

