

EDA Report

1. South America Dominates Revenue

South America leads in total revenue (\$219,352.56) and unique customers (59), with the highest average order value (\$721.55). This indicates a strong market presence and customer loyalty, making it a key region to focus on for growth and retention strategies.

2. European Market Growth Potential

Europe has significant customer engagement with 50 unique customers and a high average order value (\$710.49). Targeted promotions and localized marketing could further boost sales and market penetration.

3. Books Drive Revenue

The "Books" category contributes significantly to total revenue, suggesting it is a cornerstone of the product portfolio. Expanding this category or introducing related products could enhance profitability.

4. Optimizing Pricing Strategies

Regional differences in average order and item prices suggest opportunities to refine pricing strategies, ensuring competitiveness while maintaining profitability across all markets.

5. North America's Untapped Potential

Despite a moderate revenue (\$152,313.40), North America's lower average order value (\$624.24) suggests untapped potential. Upselling and cross-selling strategies can boost revenue per transaction.