

Business Insights Derived from EDA

1. Most of the transactions are **below \$500**, which means people generally make **smaller purchases**, but there are a few really high-value transactions **around \$1750**, which shows there are **premium buyers** too.

2. Products like **“ActiveWear Smartwatch”** and **“SoundWave Headphones”** are clearly the favourites. Maybe focusing on these products could **boost sales** even more.

3. **South America** is bringing in the most sales, followed by **Europe**. It feels like we could double down on South America for campaigns or growth opportunities.

4. Sales peak in **January and December**, which obviously aligns with **holiday shopping**. We could definitely plan more promotions and discounts around these months.

5. **Books and Electronics** are killing it in terms of sales. Focusing on these categories and maybe expanding the range could be a good idea.

6. Products like **“ActiveWear Rug”** and **“TechPro T-Shirt”** are **performing decently** but have **potential** to do better with some tweaks in **pricing or marketing**.

7. **North America and Asia** are holding steady in sales, though **South America dominates**. It might be worth experimenting with targeted campaigns in these regions to push sales higher.

8. The presence of high-value transactions around **\$1750** indicates a **premium customer segment**. Introducing exclusive or premium product lines could cater to this audience and **boost overall revenue**.

Three key insights for maximum growth

- Focus on South America for campaigns and growth.
- Prioritize bestsellers like “ActiveWear Smartwatch” and “SoundWave Headphones.”
- Tap into the premium segment with high-end product lines.

