

## **Business insights derived from the EDA:**

### **1. Regional Sales Contribution:**

Regions like Asia and Europe contribute the highest to total sales, while regions like Africa have significantly lower sales. Marketing efforts can be increased in underperforming regions to boost revenue.

### **2. Top-Selling Products:**

The top 10 products account for a major share of total sales, with certain categories dominating. Focus on stocking and promoting these products to maximize revenue.

### **3. Customer Distribution:**

Customer signups are unevenly distributed across regions, with Asia having the most customers. This highlights the need to target underrepresented regions for customer acquisition campaigns.

### **4. Product Pricing Insights:**

High-priced products are sold less frequently, but they contribute significantly to revenue. Offering discounts on these products could increase their sales volume.

### **5. Transaction Trends:**

Most transactions have low quantities but high transaction values, indicating a preference for premium products. Businesses can consider bundling products to encourage higher-quantity purchases.