

Business Insights from EDA

Insights Derived from EDA:

- **Transaction Values and Quantity:** The average transaction value is approximately \$690, with most transactions involving 2 to 3 items. High-value transactions are a significant contributor to revenue.
- **Popular Product Categories:** The product catalog is evenly distributed, with 'Books' and 'Electronics' leading in product count. Diversifying categories further can capture more customer interests.
- **Regional Performance:** South America leads in transaction volume, indicating strong demand in this region. However, Asia and Europe present growth opportunities with slightly lower transaction counts.
- **Seasonal Sales Trends:** December shows a notable spike in sales, likely due to holiday demand. Strategic marketing during this period could amplify revenue.
- **Monthly Sales Fluctuations:** Consistent monthly sales growth is observed from August to December, suggesting an opportunity to optimize inventory for peak months.