

Key Insights from EDA:

1) Revenue by Region:

Europe generates the highest total revenue, followed by Asia and South America. Businesses should focus on these regions for marketing and expansion opportunities.

2) Sales by Category:

The Electronics category is the most popular, followed by Home Decor and Books. These categories should be prioritized for inventory and promotional campaigns.

3) Monthly Revenue Trend:

Revenue displays noticeable fluctuations across months, indicating potential seasonality. Peak sales occur during certain months, which can guide promotional timing.

4) Top Customers:

The top 5 customers (e.g., Paul Parsons, Bruce Rhodes) collectively contribute significantly to revenue. These high-value customers could benefit from loyalty programs.

5) Product Preferences:

Products like "ComfortLiving Bluetooth Speaker" and other electronics consistently perform well. This highlights the importance of maintaining stock and offering complementary products.