

EDA and Business Insights Report

Business Insights from EDA

1. Customer Distribution by Region:

South America has the highest customer base, followed by Asia and Europe. Targeted marketing campaigns in South America could drive further growth.

2. Top Product Categories by Sales Volume:

Books and Electronics lead in sales volume, showcasing customer preference for these categories. However, revenue from Books is low, suggesting low unit prices.

3. Monthly Signup Trends:

Seasonal spikes in signups indicate potential promotional impacts or holiday effects. Leveraging these patterns can optimize customer acquisition strategies.

4. Revenue Contribution by Product Category:

Electronics contribute the most revenue, highlighting a lucrative category. Strategies to boost sales in other categories like Books could increase overall revenue.

5. Top Performing Products by Revenue:

Premium Electronics and Clothing products dominate revenue, indicating demand for high-value items. Expanding premium offerings might enhance profitability.