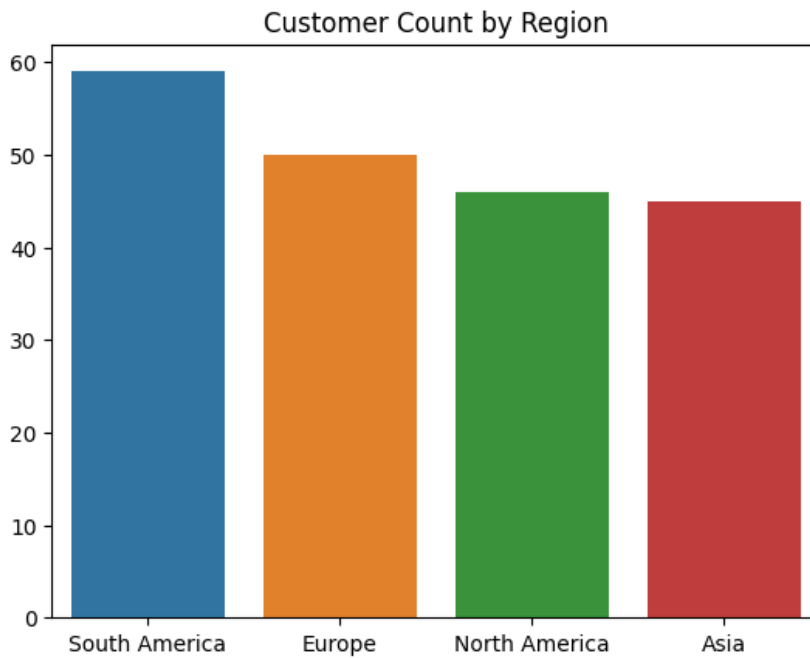


Business Insights Report from EDA

Name: Saniga Babu

1.Customer Count by Region

The analysis of customer distribution across regions highlights that certain areas are more densely populated with customers. This insight allows businesses to target high-density regions for localized marketing campaigns and expansion efforts.



Insights:

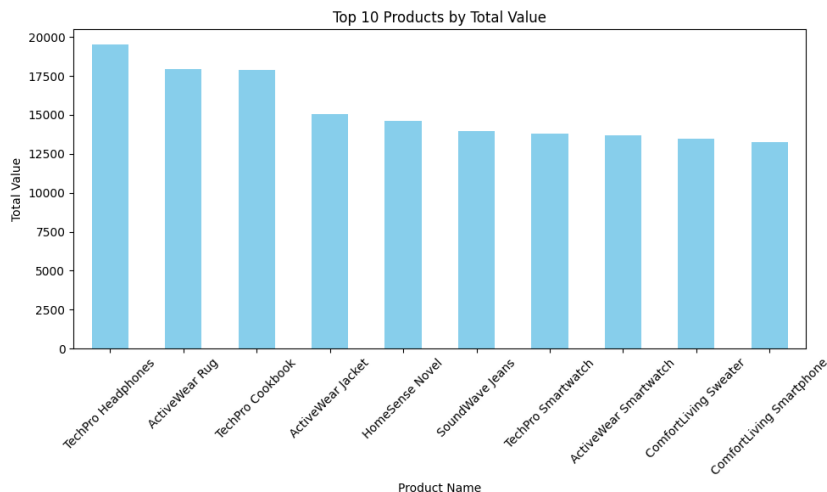
- **South America** has the highest number of customers with approximately 60.
- **Europe** comes in second with around 50 customers.
- **North America** and **Asia** have similar customer counts, both around 45.

Overall:

The chart indicates that the company has a strong customer base in South America, followed by Europe. North America and Asia have a comparable number of customers.

2. Top Products by Revenue

The top-selling products, based on total revenue, reveal key drivers of business performance. By focusing on these products, businesses can optimize inventory, promotions, and pricing strategies to maximize sales.

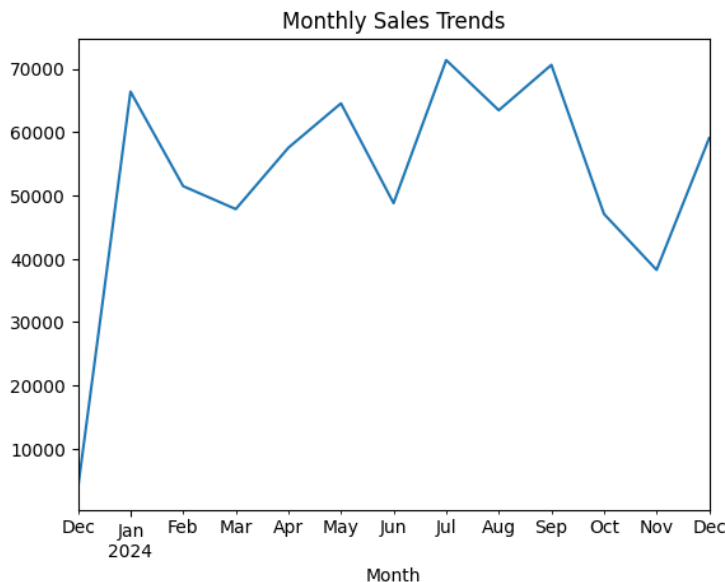


Insights:

- **TechPro Headphones** is the top-selling product by a significant margin.
- **TechPro** and **ActiveWear** brands dominate the top 10 list.
- **Variety of Product Categories:** The chart shows a mix of electronics, apparel, and home goods among the top sellers.

3. Monthly Sales Trends

Tracking sales by month unveils seasonal trends and fluctuations in demand. Businesses can leverage this insight to plan ahead for peak periods, ensuring sufficient stock levels and targeted marketing initiatives.

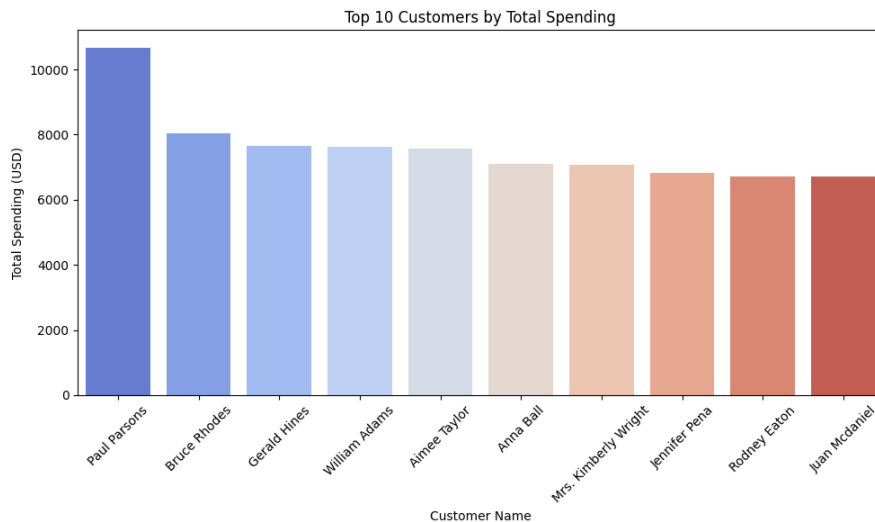


Insights:

- Sales show a fluctuating trend throughout the year.
- A significant spike is observed in January 2024.
- Sales peak in July and experience a decline in the following months.
- A slight recovery is seen towards the end of the year.

4. Top Customers by Total Spending

Identifying the top-spending customers is crucial for developing personalized retention strategies. Targeted loyalty programs and premium offers can help nurture these high-value customers and increase customer lifetime value.

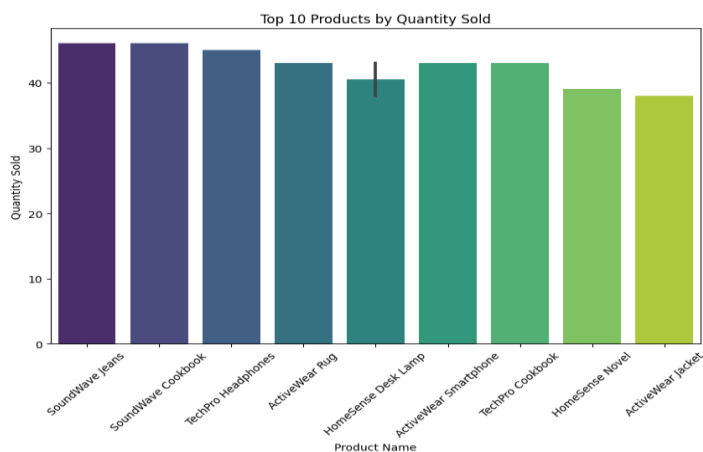


Insights:

- **Paul Parsons is the Top Spender:** This customer has spent significantly more than any other customer.
- **Consistent High Spenders:** Customers Bruce Rhodes, Gerald Hines, and William Adams also demonstrate high spending levels.
- **Spending Distribution:** There's a noticeable drop in spending after the top few customers, suggesting a concentration of spending among a smaller group.

5. Top Products by Quantity Sold

The top products based on quantity sold indicate customer preferences and market demand. Understanding these preferences helps businesses optimize product offerings and tailor their supply chain operations to meet customer needs.



Insights:

- **SoundWave Jeans** is the top-selling product by a significant margin.
- **TechPro** and **ActiveWear** brands dominate the top 10 list.
- **Variety of Product Categories:** The chart shows a mix of electronics, apparel, and home goods among the top sellers.