

EDA Business Insights Report

Business Insights

1. South America is the leading region in terms of revenue, contributing the most among all regions.
2. The 'ActiveWear Smartwatch' is the top revenue-generating product, followed by high-priced Electronics.
3. Transaction activity peaks in specific months, showing potential seasonal trends in customer behavior.
4. Clothing and Books categories account for the majority of revenue, but Electronics also play a significant role.
5. Most transactions involve small quantities (1-2 items), indicating a preference for lower volume purchases.