

Business Insights from EDA:

1. Customer Signup Trends:

- Most customers signed up in November 2024, with 59 customers registering on the same date (2024-11-11). This could suggest a promotional push or a peak in marketing activity. Targeting similar high-traffic periods could optimize customer acquisition strategies.

2. Price Distribution:

- The product prices range from **16.08 USD** to **497.76 USD**, with the mean price being **267.55 USD**. The business could consider introducing products at various price points to cater to both budget-conscious and premium customers, increasing the product range appeal.

3. High Transaction Values:

- A significant number of transactions involve high-value purchases, with the total value reaching up to **1991.04 USD**. Identifying and targeting these high-spending customers could enable tailored loyalty programs and better retention strategies.

4. Product Category Popularity:

- The dataset indicates that **Electronics** is the most frequently purchased category. Focusing on expanding the inventory and marketing for this category could boost sales. Identifying key products within the category can help streamline stock management and promotional efforts.

5. Region-Specific Opportunities:

- South America has the highest concentration of customers, with 59 customers from this region alone. Marketing strategies can be tailored to regional preferences, with promotions aimed at South American customers to increase engagement and sales in this key region.

