

Following are the 5 business insights from the EDA:

Regional Customer Distribution

Customers from **South America** constitute the highest percentage of customers, representing **29.5%** of the user base, followed by Europe at **25%**. This means that South America is the most dominant market for the firm and that efforts toward marketing and sales should be region-specific, focusing particularly on South America to seize the opportunities presented by the available customer base.

Product Category Popularity by Region

Clothing happens to be the most popular category of Asia as compared to other categories, but the same is not the case for other regions. The categories of Electronics and Books seem to attract more customers in Europe, South America, and North America. This clearly depicts the consumer preference for different products w.r.t their region, which suggests that promotion or new launches can highlight a lagging sector to make it more potent for further growth.

Top-Spending Customers

The top 10% customers make up almost 19.97% of the total revenues. They should, therefore, be identified as valuable customers. Such valuable customers should, therefore, be targeted with a specific marketing and loyalty programs to maximize retention and stimulate spending. Increasing revenue is quite probable through targeting the customer satisfaction for this top 10%.

Seasonal Sales Trends

Sales experience a sharp rise in the fourth quarter, particularly in December, showing a clear seasonal trend related to holiday shopping. This implies that the company needs to spend more on marketing and inventory in Q4 to tap into sales.

Customer Retention vs. One-Time Buyers

From the information given, approximately 93.97% are repeat buyers and 6.03% one-time buyers. This could imply potential in the products as well as in existing customer service which contributed to the retention of the customers.