

# Business Insights

- Here's the 6 business insights based on the exploratory data analysis on the given data sets:-

## 1. Customer Distribution by Region

- **South America has the highest number of customers (59), followed by Europe (50), North America (46), and Asia (45).**
- This indicates a strong customer base in South America, which could be leveraged for regional marketing campaigns.

## 2. Top 10 Best-Selling Products

- The **best-selling product is SoundWave Jeans (46 units sold)**, followed by **SoundWave Cookbook (46 units)** and **TechPro Headphones (45 units)**.
- The **Electronics, Clothing, and Home Decor** categories dominate the top-selling products.
- Focus on restocking and promoting these products can drive higher sales.

## 3. Monthly Revenue Trend

- Revenue fluctuates across the months, with the **highest revenue in July 2024 (\$71,366.39)** and **lowest in December 2023 (\$3,769.52)**.
- There are peaks in **January, May, August, and September**, indicating seasonal trends.
- Marketing efforts should be aligned with these high-revenue months.

## 4. Distribution of Order Values

- The **average order value is \$689.99**, with a **maximum order of \$1,991.04** and a **minimum of \$16.08**.
- **50% of orders are below \$588.88**, meaning there is an opportunity to encourage higher spending through bundling or discounts.

## 5. Most Profitable Product Categories

- **Books generate the highest revenue (\$192,147.47)**, followed by **Electronics (\$180,783.50)**, **Clothing (\$166,170.66)**, and **Home Decor (\$150,893.93)**.
- Since **Books** contribute significantly to revenue, expanding book offerings and promotions can be beneficial.

## 6. Average Order Value per Customer

- The **average customer spends \$687.58 per order**, with **top customers spending up to \$1,323.13 per order**.
- A **personalized marketing strategy** for high-value customers can improve retention and revenue.