

5 business insights from the EDA.

1 - insights from the data are

Top selling ProductName Name by sold by Number of Quantity

(ProductName

ActiveWear Smartwatch -100

SoundWave Headphones - 97

HomeSense Desk Lamp - 81

ActiveWear Rug - 79

SoundWave Cookbook - 78

2 - insights from the data are low selling ProductName

ProductName

HomeSense Headphones - 18

SoundWave Jacket -16

SoundWave Laptop - 16

ComfortLiving Headphones - 15

BookWorld Wall Art - 15

3 Sales Revenue by product Category using TotalValue

Category Sales

Books -192147.47

Electronics - 180783.50

Clothing -166170.66

Home Decor - 150893.93

4 Insight: A significant revenue boost occurred in January 2024, possibly due to holiday or New Year promotions.

Month

2023-12 - 3769.52

2024-01 - 66376.39

2024-02 - 51459.27

2024-03 - 47828.73

2024-04 - 57519.06

5- These high-spending customers can be targeted with loyalty programs or personalized offers.

C0141 - 10673.87

C0054 - 8040.39

C0065 - 7663.70

C0156 - 7634.45

C0082 - 7572.91