

## Subhasmita Khuntia - EDA Report

### 1. High Sales from Limited Products:

Over 60% of the total revenue is generated by the top 5 products. This indicates that a few high-performing products are driving most of the sales, suggesting a power-law distribution in customer demand.

### 2. Europe Has the Highest Average Order Value:

Customers from the Europe region show the highest average order value (AOV), indicating a more premium customer base or purchase behavior compared to other regions.

### 3. Consistent Monthly Revenue Growth:

Monthly sales revenue shows a steady upward trend over time. This signals healthy customer engagement and successful ongoing marketing or retention strategies.

### 4. Sustained Customer Signup Growth:

Signup trends show a consistent rise over the months, especially in the last two quarters. This suggests effective acquisition strategies and brand visibility.

### 5. Repeat Purchases Are Significant:

A significant number of customers have multiple transactions. This indicates strong repeat customer behavior, offering a great opportunity for loyalty programs or targeted upselling.