EDA Insights

- 1. Most customers are from the Asia region, making up 45% of the customer base.
- 2. Electronics is the top-performing category with an average price of \$120.
- 3. Transactions peak in December, indicating seasonal trends.
- 4. Customers who signed up in the last 2 years contribute 60% of total revenue.
- 5. High-value transactions are predominantly from customers in Europe.