

Insights of EDA :

Revenue Distribution by Region: Regions such as **Europe** and **Asia** generate the highest revenue, indicating these are key markets.

Top Products by Revenue: Certain products (e.g., **ComfortLiving Bluetooth Speaker**) contribute disproportionately to revenue. These products could be prioritized for marketing and inventory.

Transaction Trends: The number of transactions fluctuates over time, with noticeable peaks during certain months, potentially indicating seasonal sales patterns.

Average Transaction Value by Region: Some regions (like **South America**) show higher average transaction values, which may reflect different purchasing behaviors.

Customer Signup Trends: Signups vary across months, with certain periods showing spikes, possibly tied to promotional campaigns or holiday seasons.