

## **EDA Business Insights**

### **1. Regional Customer Distribution**

- The majority of customers are concentrated in South America, followed by Europe and Asia.
- Insight: The business has a significant customer base in South America. Expanding marketing campaigns and targeted promotions in this region can drive further growth.

### **2. Customer Signup Trends**

- Analysis of signup trends indicates a steady increase in customer signups over the years, with noticeable peaks in certain years.
- Insight: Growth in signups reflects increasing brand awareness. Capitalize on peak periods by launching seasonal promotions to attract new customers.

### **3. Product Category Distribution**

- The product categories are distributed across Books, Electronics, Home Décor, and Clothing, with Electronics dominating sales.
- Insight: Electronics are the most profitable category. Invest in expanding the electronics product line and offering bundle deals to boost revenue.

### **4. Top Revenue-Generating Products**

- The ComfortLiving Bluetooth Speaker and other high-priced electronics consistently appear as top revenue generators.
- Insight: High-value products contribute significantly to revenue. Focus on cross-selling complementary items and offering discounts on these products to maintain customer interest.

## **5. Seasonal Sales Patterns**

- Monthly sales trends reveal peaks in specific months, possibly due to seasonal demand or promotional campaigns.
- Insight: Leverage these high-demand months by scheduling marketing efforts, introducing limited-time offers, and ensuring adequate inventory for popular products.