

EDA REPORT

Insights Summary

1. Customer Demographics

- South America holds the largest share of customers (30.4%), followed by North America (24.4%) and Europe (23.4%). Asia contributes the least (21.8%).
- Insight: Focus marketing strategies on South America while strengthening efforts in North America and Europe to capture additional market share.

2. Product Analysis

- The most expensive products are dominated by TechPro Textbooks (497.76), BookWorld Cookbooks (488.63), and SoundWave T-Shirts (481.78).
- Insight: Leverage high-value products like TechPro Textbooks in promotions to enhance revenue from premium customers.

3. Category Distribution

- Books (27%) and Electronics (25%) are the most preferred categories, followed by Home Decor (24%).
- Insight: Invest in expanding the Books and Electronics categories to match customer preferences and maximize sales opportunities.

4. Sales Analysis

- July (71,366.39), September (70,603.75), and February (66,376.39) saw peak sales in 2024, indicating seasonal demand spikes.
- Insight: Plan special campaigns or promotional activities for these peak months to capitalize on higher customer spending patterns.

5. Top Customers

- Paul Parsons (10,673.87), Bruce Rhodes (8,040.39), and Gerald Hines (7,663.70) are the top three revenue-generating customers
- Insight: Retain these high-value customers through loyalty rewards, personalized offers, or exclusive discounts

6. Revenue by Price Range

- Products priced between 300-500 contribute the highest revenue (2,85,962), followed by the 200-300 range (1,07,764). Lower-priced ranges (0-100) have limited revenue impact.
- Insight: Focus on premium pricing strategies and ensure availability of higher-priced products, while offering targeted discounts on lower ranges to drive volume.