

Business Insights

1. Sales peaked in January and June 2024, with a notable drop in October 2024.
2. Books, Electronics are the top-selling categories and Home decoration is the least-selling category.
3. ActiveWear Smartwatch generates the highest revenue, whereas remaining products generates a moderate level revenue.
4. The result of this plot shows the distribution of average spend per customer, highlighting the most common average spend of around 600. It also indicates a right-skewed distribution, suggesting that while many customers spend around this value.
5. The tallest bar is for South America, with the highest customer count at around 60.