Business Insights Derived from Exploratory Data Analysis (EDA)

1. Signup Trends Over the Years

Customer signup trends indicate **a rise in signups in the year 2024.** This could be linked to promotional campaigns, new product launches, or changes in the company's customer acquisition strategies. Monitoring these trends can help refine future customer outreach programs. There has been a decline in signups in the year 2023 as compared to 2022, but 2024 has seen a good increase in signup count.

2. Customer Distribution Over Region

The majority of the customers of the company are from **South America**, followed by Europe. The company has approximately a similar number of customers from Asia & North America.

3. Product Category Popularity

The **Electronics and Books categories dominate sales**, with products like smartwatches and biographies being frequently purchased. Home decor and clothing products have lower sales volume, indicating a possible need for better promotions or revised product offerings in these segments.

4. Revenue Trends Over Time

Total revenue trends show **seasonal fluctuations**, with spikes in sales occurring at specific periods. Peak sales occur in the months of **July to mid-September**. October to November shows a rapid decrease in the sales for the company.

5. **Top 10 Most Purchased Products.**

The top 10 products which are most sold are ActiveWear Smartwatch, SoundWaves Headphones, BookWorld Biography, ActiveWear Rug, SoundWave Cookbook, HomeSense Desk Lamp, ActiveWear Jacket, TextPro Textbook, TechPro T-Shirt, ActiveWear Textbook

6. Customer Spending Patterns

The analysis of customer spending per unit nearly follows a normal distribution, with most of the sales in between **Rs 200 and Rs 350**. This indicates an user spends nearly 200-350 rupees for buying a product.

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