Here are five business insights derived from the exploratory data analysis (EDA) of the provided datasets:

1. Customer Distribution by Region:

The majority of customers are concentrated in specific regions, with Europe and Asia showing the highest numbers.

This insight can help the business focus its marketing and distribution efforts in high-demand regions while exploring potential in underperforming areas.

2. Top Selling Products:

Certain products significantly outperform others in terms of sales volume, with electronics being a dominant category.

This indicates that the business should focus on stocking and promoting these high-performing products to maximize revenue.

3. Sales Trend Over Time:

Sales exhibit seasonal trends, with noticeable spikes in specific months, likely due to holidays or promotional campaigns.

Understanding these trends allows for better inventory planning and targeted marketing strategies during peak seasons.

4. Revenue Contribution by Product Category:

A few product categories contribute disproportionately to the overall revenue, such as electronics and home appliances.

Businesses can leverage this insight to optimize product offerings and diversify their portfolio to increase revenue streams.

5. Average Order Value by Region:

Customers from certain regions tend to place higher-value orders compared to others.

This insight helps in customizing pricing strategies and promotions to suit the purchasing behaviour of different regions. These insights can guide strategic decisions to improve business operations, enhance customer targeting, and maximize profitability.