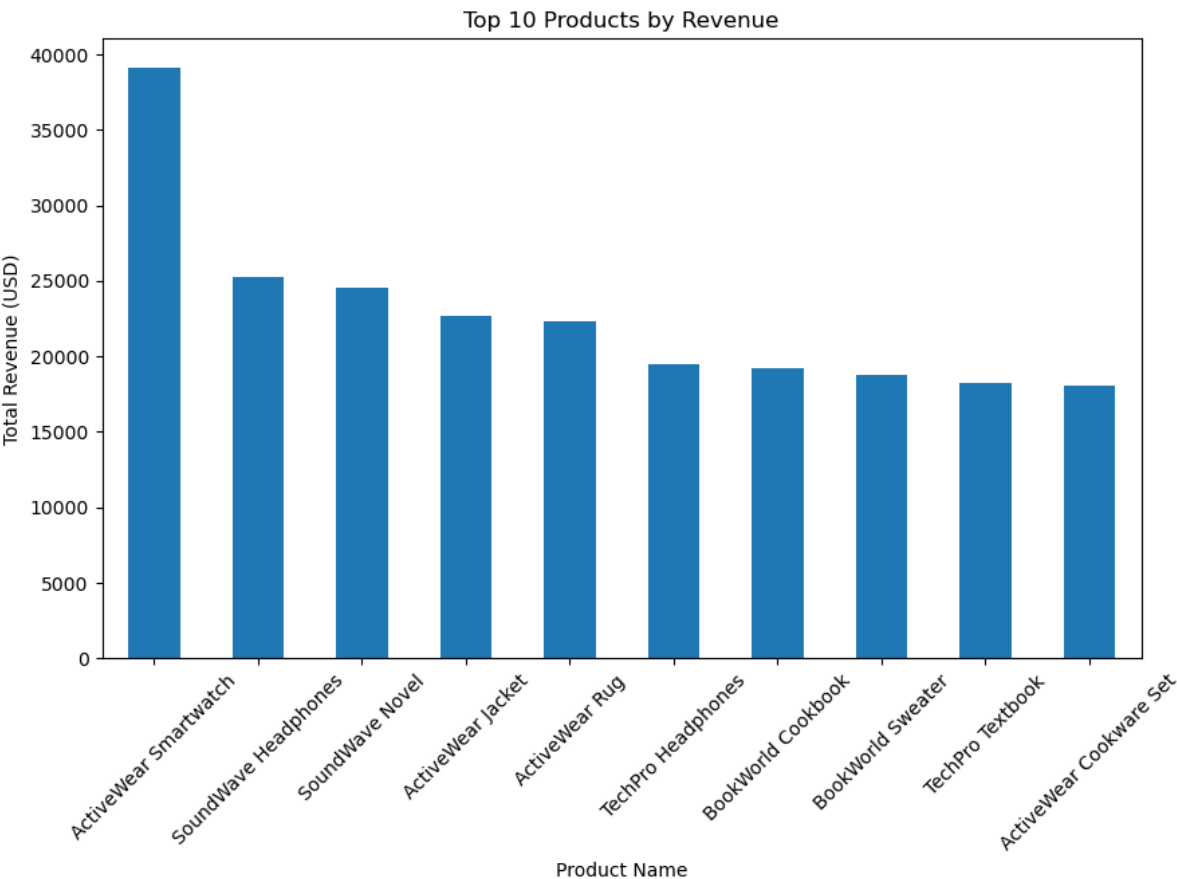# Top 5 Business Insights from EDA

1. **Revenue Contribution by Product**
   The *ActiveWear Smartwatch* is the top-performing product, contributing **5.67%** of the total revenue. This highlights its significant role in driving overall sales and suggests potential for focused marketing strategies to further enhance its performance.



Top 10 Products by Revenue

2. **Regional Revenue Analysis**

   The *South America* region is the most profitable market, generating the highest revenue of **$219,352.56**. This suggests prioritizing resources and strategic initiatives in this region to sustain and expand its profitability.



Total Sales by Region
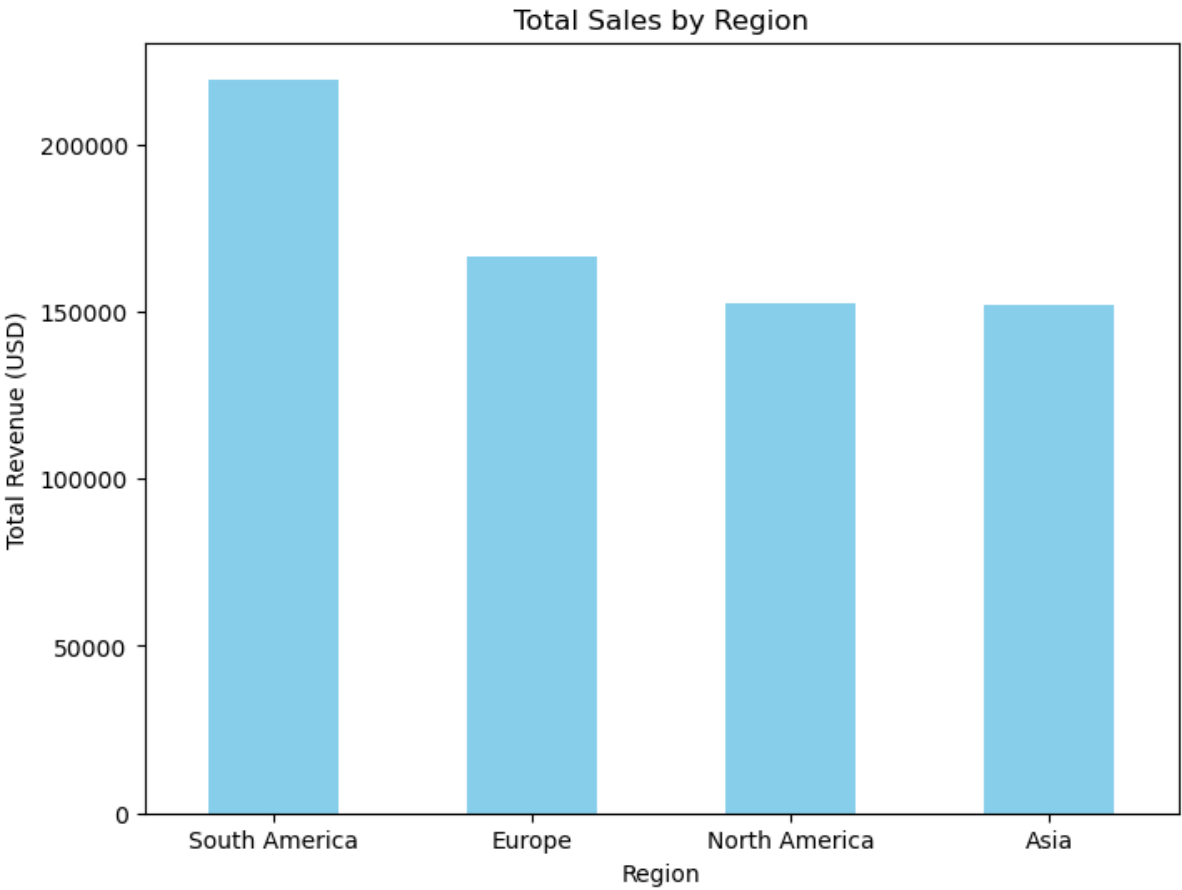
3. **Customer Engagement**
   Approximately **37.19%** of customers made more than five purchases, demonstrating a high level of engagement and loyalty among a significant portion of the customer base. Retention strategies could further strengthen this group.



Customer Engagement by Purchase Frequency
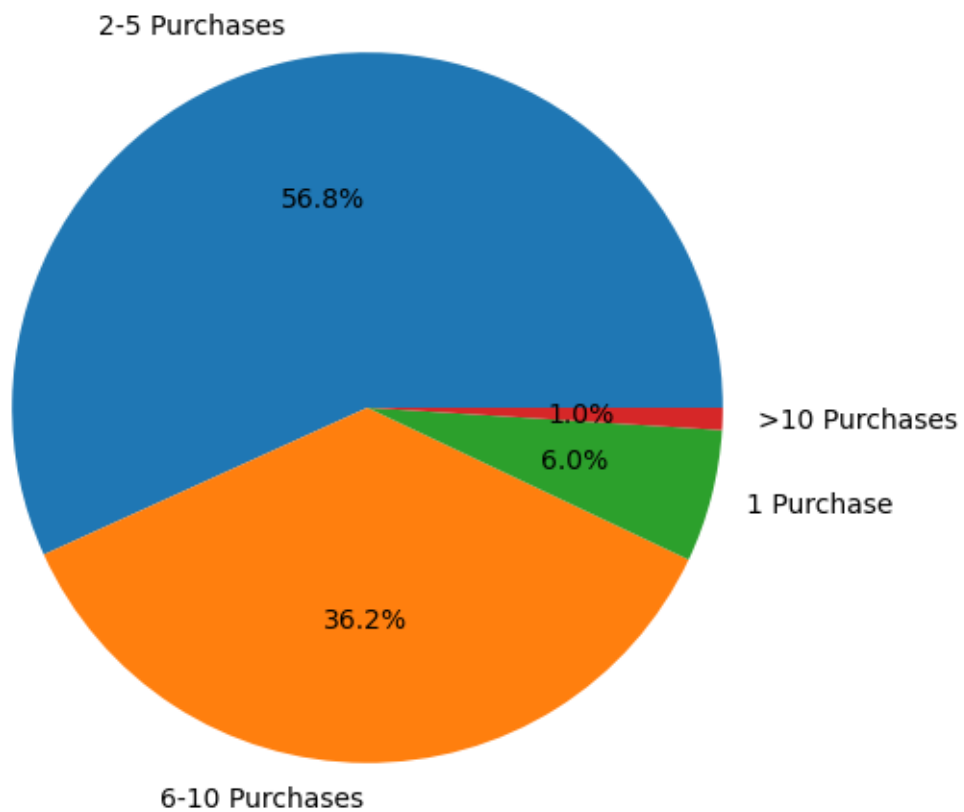
4. **Seasonality in Signups**
   The peak customer signup month is **September 2024**, indicating a seasonal trend that aligns with specific market demands or promotional activities during this period. This insight can help plan future campaigns around similar timelines.



Customer Signup Trends
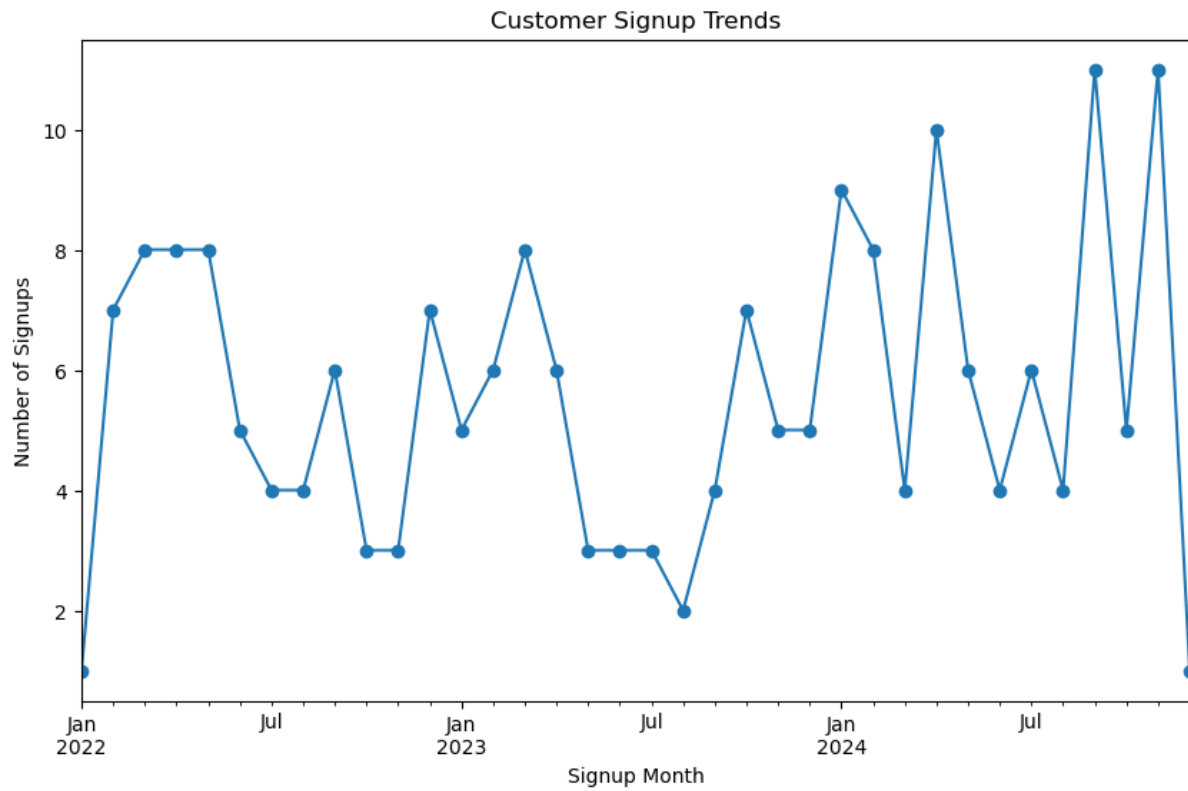
5. **Category Performance**
   The *Home Decor* category has the lowest revenue contribution at **$150,893.93**. This indicates potential underperformance and the need for deeper analysis to explore opportunities for improvement or reallocation of resources.



Revenue by Product Category