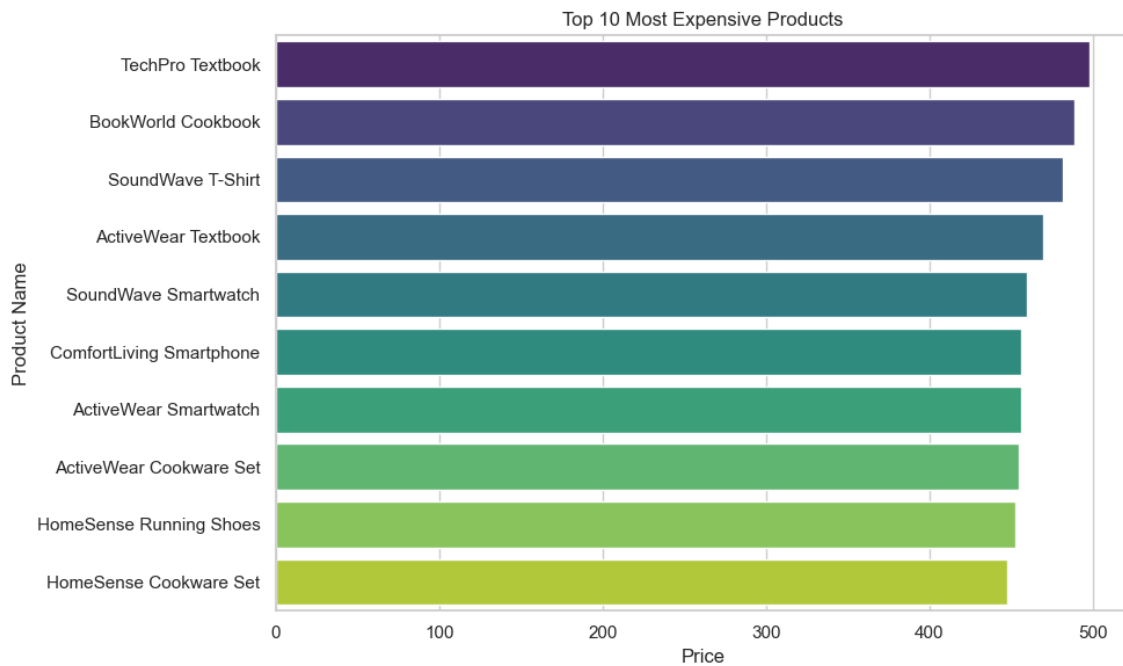
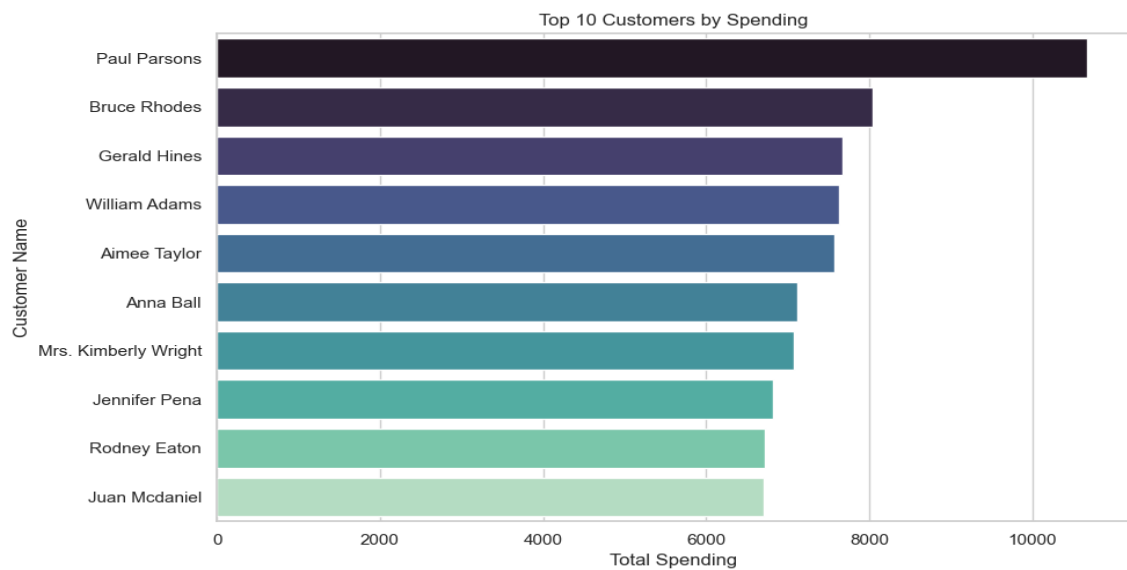
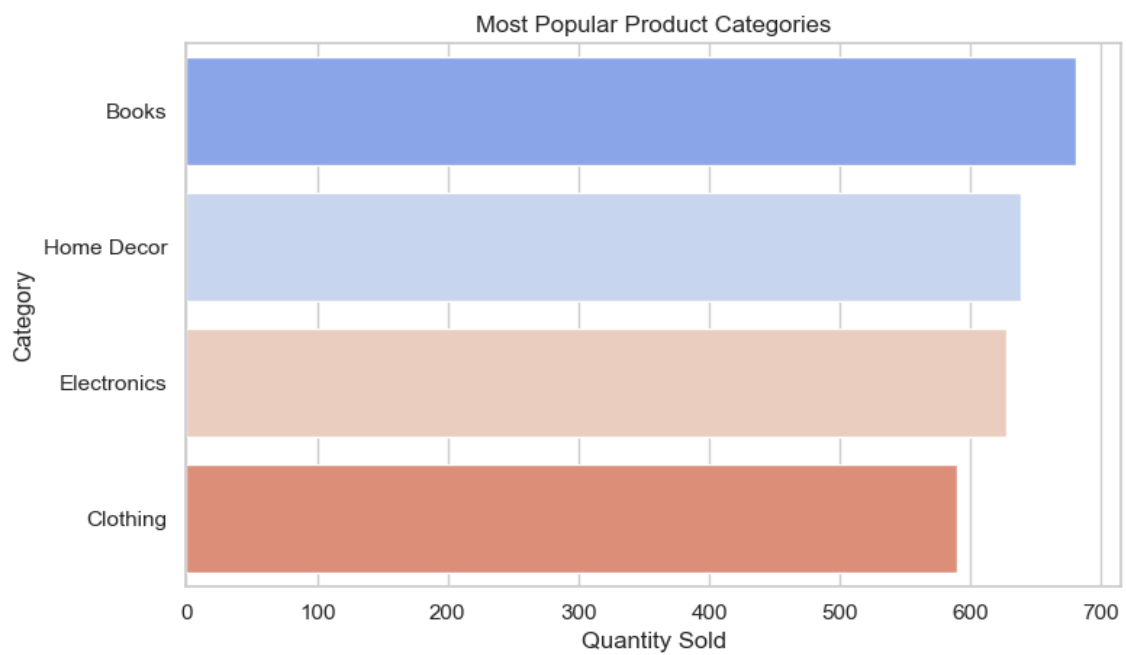
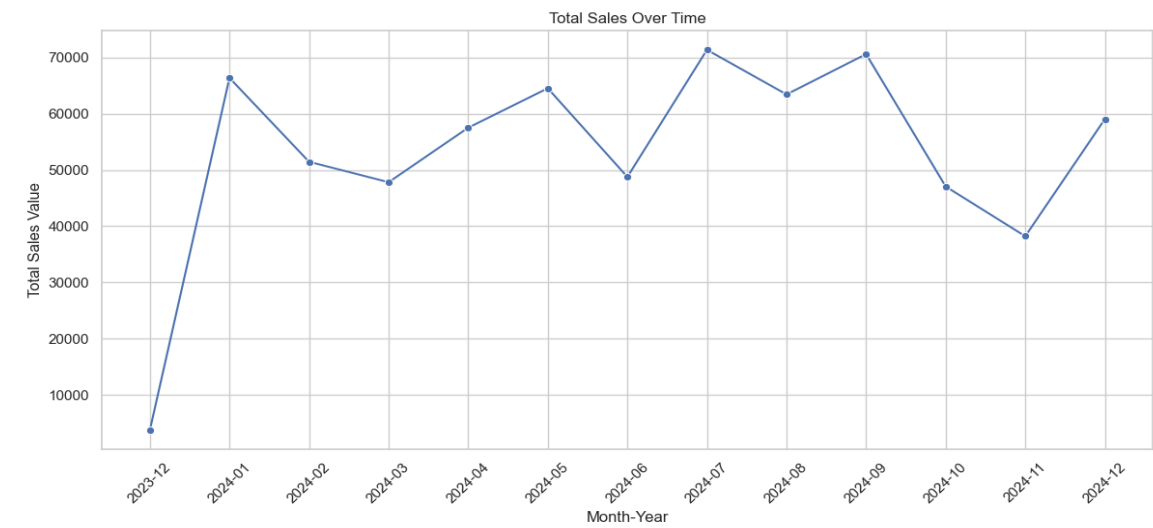


5 business insights from the EDA





1. Number of Customers by Region:

- **South America stands out as a key market:**
 - South America has the highest number of customers, showing it's a stronghold for the business.
 - North America, Europe, and Asia are slightly behind, which means there's room to grow in these regions.
 - Analyze region-specific preferences and adapt product offerings to meet local demands.
 - Running regional campaigns or promotions in these areas could attract more customers and balance out sales globally.

2. Top 10 Most Expensive Products:

- **Premium products like TechPro Textbook lead the pack:**
 - The most expensive products are popular with customers who value quality or unique features.
 - Highlight the unique benefits of these products in advertising campaigns to appeal to quality-conscious buyers.
 - Offer flexible payment plans or exclusive bundles to make high-value items more accessible.
 - Tailored promotions for these products can boost revenue from customers willing to invest in premium items

3. Total Sales Over Time

- December is clearly the busiest time for sales, with a big spike in activity:
 - This makes sense—it's the cold season, and people are likely shopping for seasonal items.
 - It's a great idea to double down on promotions, like special discounts or themed campaigns, to make the most of this period.
 - Stocking up on popular products ahead of December will help avoid stockouts and keep customers happy.

- Another noticeable bump happens mid-year in June:
- This could be tied to a specific event or promotion.

4. Most Popular Product Categories:

- Books lead the sales charts as the top performer:
 - Customers clearly value this category, making it a consistent revenue driver.
 - Highlight the appeal of books through curated collections, themed promotions, and discounts on popular titles.
 - Seasonal promotions for Home Decor, such as holiday collections, can boost sales.
 - Electronics can benefit from bundled accessories and targeted campaigns highlighting key features.
 - Trendy designs and seasonal collections could strengthen clothing performance.

3. Top 10 Customers by Spending

- Customers like Paul Parsons are driving significant revenue:
 - These high-spenders are likely very loyal and appreciate quality and personalized service.
 - Offering them perks like early access to sales or special discounts could keep them engaged and spending more.
 - A VIP loyalty program with rewards like free shipping or birthday gifts would make them feel valued and encourage repeat purchases.
 - It's worth studying their buying habits to understand what they love and ensure the store meets their needs.
 - Asking for their feedback can also help us stay ahead of their expectations and keep them happy long-term.