

# Business Insights from EDA

## 1. Popular Products Drive Revenue

- The "Activewear Smartwatch" is a top-seller, earning nearly \$39,000. Electronics, like headphones and smartwatches, are customers' favourites, making them key drivers of revenue.

## 2. South America Leads the Pack

- South America is our strongest market, contributing the highest sales, followed by Europe. There's untapped potential in Asia that could boost overall growth if explored.

## 3. Books Are Still Big Business

- Books are our most profitable category, followed by electronics and clothing. Customers seem to value a mix of education, tech, and fashion.

## 4. Seasonal Sales Patterns

- Sales peak in July, but there's a noticeable dip in October and November. Running promotions during slow months could help keep sales consistent.

## 5. Strong Customer Base in South America

- South America not only leads in sales but also has the most customers. Expanding outreach in Europe and Asia could bring more customers on board.