

Exploratory Data Analysis (EDA) and Business Insights

Business Insights

1. The transaction volume is steady, with occasional peaks, suggesting opportunities to optimize operations during high-demand periods.
2. 'Electronics' and 'Clothing' categories contribute the most to revenue, highlighting them as key segments for promotions or product expansion.
3. Europe and Asia dominate sales, collectively accounting for the majority of total revenue. South America, though smaller, shows potential for growth.
4. Products like smartwatches and Bluetooth speakers are top performers, suggesting a focus on these for inventory and marketing strategies.
5. Regional revenue trends indicate consistent growth in Europe, while Asia and South America exhibit seasonal fluctuations.