

Exploratory Data Analysis Report

1. Sales by Category

Sales by category reveal key revenue sources. Books lead with \$192,147.47, followed by Electronics (\$180,783.50), Clothing, and Home Decor.

2. Regional Performance

Regional performance analysis shows South America as the top contributor (\$219,352.56), followed by Europe, North America, and Asia.

3. Customer Loyalty

Customer loyalty analysis indicates repeat purchases as a strength. Many customers made 4-8 transactions, with 42 customers making 5 purchases, reflecting strong retention.

4. Average Order Value by Region

The average order value (AOV) is highest in South America (\$721.55) and lowest in North America (\$624.24).

5. Top-Performing Products

The top-performing product is 'ActiveWear Smartwatch' with revenue of \$39,096.97. Other leading products include SoundWave Headphones and ActiveWear Jacket.

6. Monthly Transactions Count

The following visualization showcases the monthly transaction trend, indicating sales fluctuations over time.

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