

Business Insights from EDA

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1 Region wise Customers

There are four regions from where customers belong. **South America has the highest** number of customers **followed by Europe, North America and Asia**. So market penetration needs to be improved in large continents like Asia, North America.

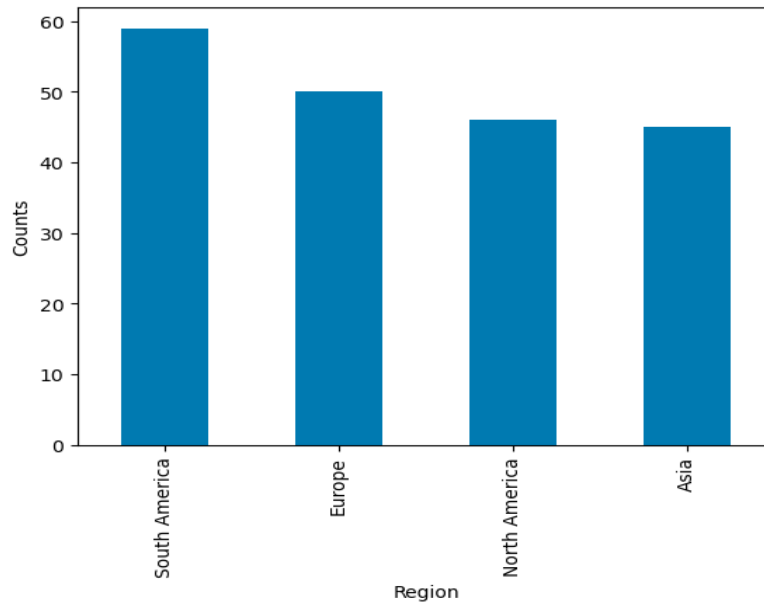


Figure 1: Regionwise Customer Distribution

2 Product category wise revenue generated

Product category **Books** generated the highest revenue followed by **Electronics**, **Clothing** and **Home Decor**. But **number of product listings** and **average product price** are almost same across all the categories.

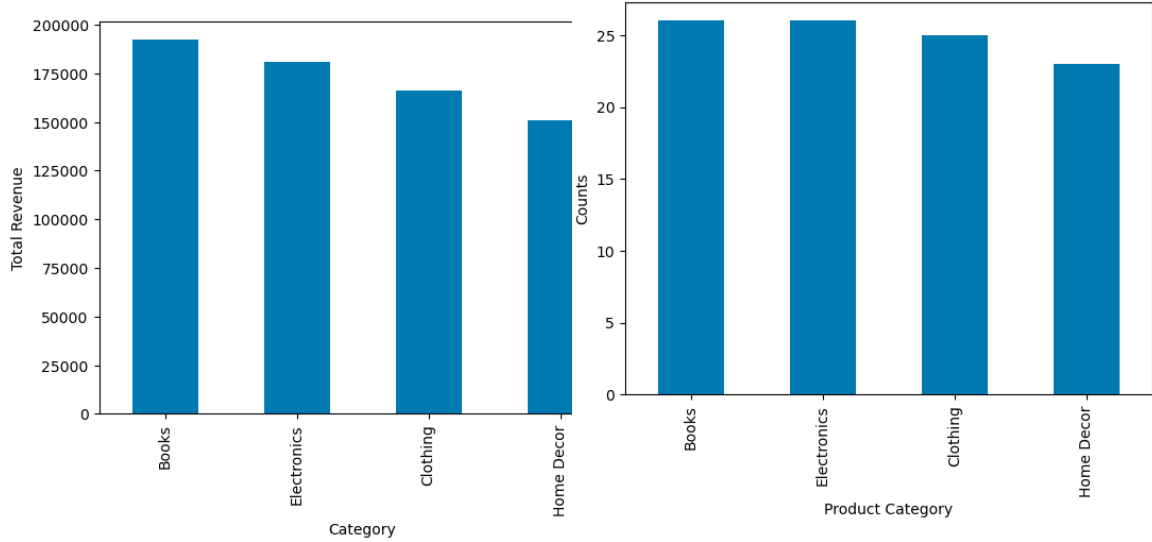


Figure 2: Category wise Revenue

Figure 3: Category wise product counts

3 Region wise and Category wise revenue

From the below bar chart it is evident that there is some product categories need attention in some of the regions.

- The revenue from **Clothing** is the **highest in Asia** as compared to other regions. So, **Clothing needs attention** in other regions.
- Revenue of **Books** is way more higher than that in other regions.
- Revenue of Home Decor is too low in North America.

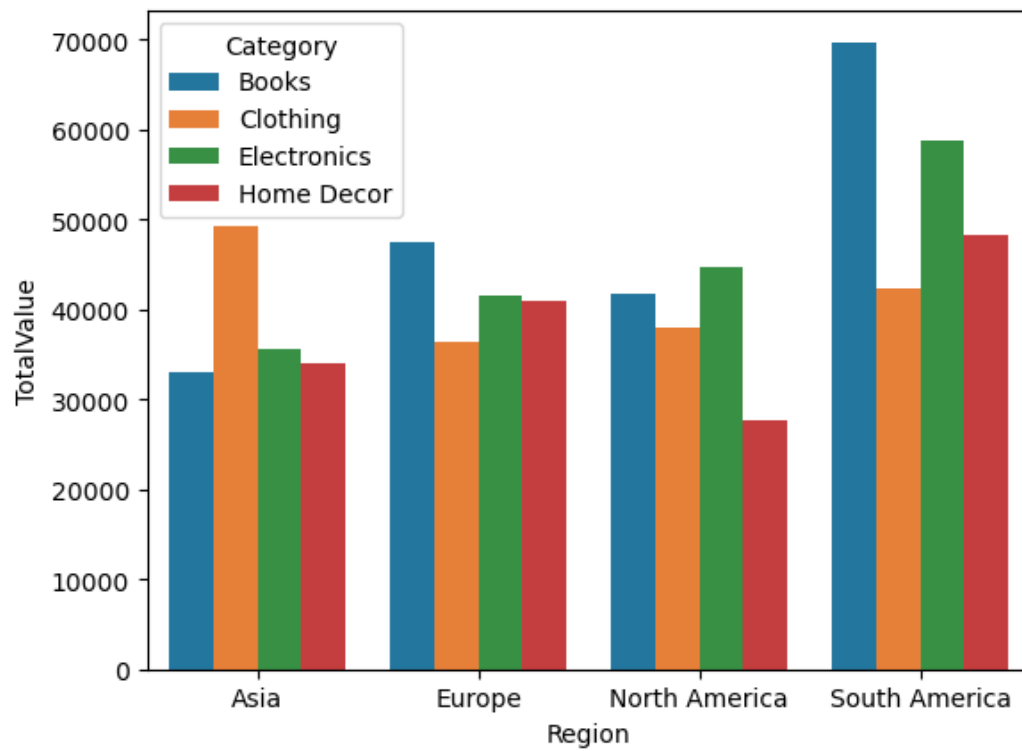


Figure 4: Region Wise and Category Wise Revenue