

## EDA Business Insights Report

1. **Regional Market Dominance** South America is the company's strongest market, with both the highest customer base (~60 customers) and highest total sales revenue (~220,000 units). The region also maintains the highest average transaction value (~720 units), suggesting particularly valuable customer relationships in this market.
2. **Product Category Distribution** The product catalog is relatively evenly distributed across categories, with Books and Electronics leading slightly (~26 products each), followed by Clothing (~25) and Home Decor (~23). This balanced distribution indicates a diversified product strategy, though there may be room for expansion in Home Decor.
3. **Customer Acquisition Trends** There's significant volatility in monthly customer sign-ups, with recent months (late 2024) showing higher peaks of 10-12 new customers compared to early 2022's average of 4-6 customers. However, the trend shows concerning dips between peaks, suggesting inconsistent acquisition efforts.
4. **Sales Seasonality** The monthly sales trend reveals distinct seasonality, with peaks in July (~70,000) and September (~70,000) 2024, while showing significant drops in October-November (~38,000). This pattern suggests strong mid-year performance but weak end-year sales, indicating potential need for Q4 sales strategies.
5. **Product Performance** The top 10 selling products (P059-P028) show relatively consistent performance, with the highest sellers reaching ~45 units. The small variance between top sellers (~45 units) and tenth place (~38 units) suggests reliable performance across popular products rather than dependence on a few star items.