

## EDA Insights

### 1. Top Performing Categories

Considering a business perspective, a business would want to know which is the best performing category in their catalogue. By EDA, we can see that “Books” are most popular by category, followed by “Electronics”, then “Clothing”.

### 2. Sales By Region

A business would want to know, by which region the sales are more. Plotting a bar graph would let us know which region contributes to most sales. By visualization, we can see that South America had the most sales by region.

### 3. Most customers from region

Plotting a bar graph would let us know from which region, most customers are from. South America customers are most, followed by Europe, North America and Asia.

### 4. Most sold product for the region with high number of customers

A business would want to know which is the highest amount of sold products for the region with the highest number of customers. From the analysis, we can see that the most sold product was ActiveWear Textbook in South America.

### 5. Sales Trend Time series

Time series analysis of monthly total sales would provide a great insights to the businesses, to monitor which months generated more sales. From the time series, we can see there were more sales during July-September.

### 6. Category Performance Over Time

Through analysis, a business can observe how each category performed over time(12 months) based on total sales. For example, during June Electronics total sales were less compared to other months. Similarly, during November, the sales of Home Décor products were very low(4409) compared to other months.