

# **Exploratory Data Analysis – Business Insights**

## **1. Top Selling Products**

The top 10 best-selling products contribute to nearly 40% of total sales.

Categories like Electronics and Home Appliances dominate, while niche categories like Books and Apparel have relatively lower sales.

## **2. Customer Distribution by Region**

The dominant regions for transactions belong to North America and Europe as they have the largest number of customers.

South America and Africa have the least portion of customers, making them potential market for business expansion opportunities.

## **3. Customer Signup Trends**

The number of customer signups has increased over time, with seasonal spikes observed around major shopping seasons.

A noticeable dip occurs in Q2, possibly due to fewer marketing campaigns or off-season retail trends.

#### **4. Revenue Trends by Region**

North America generates the highest revenue, followed by Europe and Asia.

Regions with fewer customers (e.g., South America) still contribute significantly, indicating higher average transaction values per customer.

#### **5. Purchase Behaviour Insights**

Customers who have been active for over a year tend to spend more on average than newly signed-up customers.

Repeat buyers make up nearly 60% of total transactions, highlighting strong customer retention and brand loyalty.