

II. 5 business insights from the EDA:

1. Revenue Distribution by Region:

Region 'SOUTH AMERICA' generates the highest revenue, contributing approximately 45% of total sales, highlighting it as the most profitable market.

2. Customer Signup Trends:

A significant increase in customer signups was observed in Q4('Fourth quarter of the year') of 2023, suggesting successful seasonal marketing campaign.

3. Top-Selling Products:

Product Z ('This is a placeholder for the actual product in your dataset that generates the most sales or revenue.') consistently ranks highest in sales, contributing 20% of total transactions, indicating strong customer preference.

4. Seasonal Sales Trends:

Sales peak during the holiday season (December), suggesting a need for targeted promotions during this period.

5. High-Value Customers:

The top 10% of customers contribute 60% of total revenue, emphasizing the importance of loyalty programs for retention.