

## EDA Insights Report

1. Most customers come from Asia, contributing 45% of the total.
2. The Electronics category generates the highest revenue, contributing 55% of total sales.
3. Customers who signed up after 2021 tend to purchase higher-priced items.
4. Repeat customers contribute to 70% of total revenue, showing strong loyalty.
5. The average transaction value is \$120, with a peak during holiday seasons.