

## EDA and Business Insights

Here are some of the insights based on the files given and my analysis

### 1. Regional Sales Dominance:

- North America and Europe contribute over 60% of total sales, making these regions pivotal for the business.
- These markets are stable and lucrative, suggesting high revenue potential for tailored marketing.
- Expanding product lines or offering localized promotions could further boost growth in these regions.

### 2. Top-Selling Products:

- The Electronics and Books categories dominate, with "ActiveWear Smartwatch" and "TechPro T-Shirt" leading sales.
- Customers show consistent interest in technology and reading-related products.
- Expanding these categories or introducing similar products can enhance profitability.

### 3. Recent Customer Activity:

- Customers acquired after January 2023 account for about 40% of all transactions.
- This indicates effective acquisition strategies but highlights the need for customer retention.
- Implementing loyalty programs, like rewards or discounts, can sustain long-term engagement.

### 4. Seasonal Sales Trends:

- Sales peak in November and December, driven by holiday shopping.
- Businesses should stock up and launch strategic marketing campaigns early to capture demand.
- Seasonal promotions and discounts can maximize holiday revenue.

### 5. Price-Sensitive Customers:

- Most transactions involve products priced under \$350, showing a price-conscious customer base.
- Bundling items, offering discounts, or introducing budget-friendly options can drive sales.
- These strategies could attract more customers and improve satisfaction while increasing transaction volume.