# Business Insights from the Exploratory Data Analysis

1. **Monthly Sales:** Analyzing monthly sales provides a clear picture of the business's performance over the time, helps in identifying growth trends and it also reveals the trends in the revenue generation.
   1.1 Seasonal Peaks: There is a noticeable sales peak in January. This could indicate post-holiday shopping trends or seasonal offers.
   **1.2 Sharp Decline:** There is a sharp drop from September to October indicating the end of the promotional period.
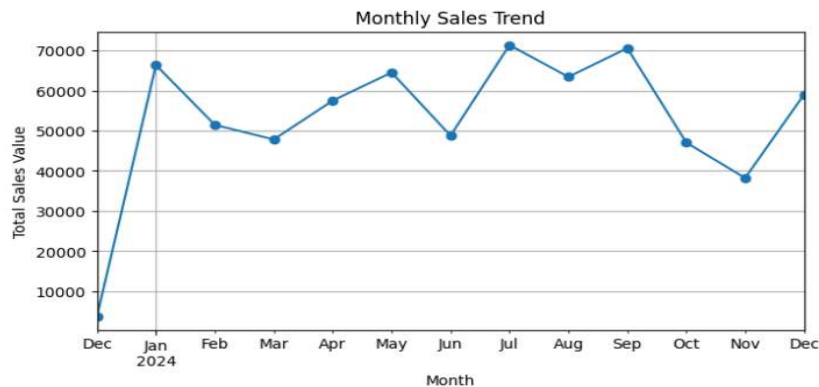

2. **Product Category:** This reveals the product distribution across distinct categories highlighting the consumer preferences and demand.
   2.1 Balanced Distribution: Categories such as "BOOKS", "CLOTHING" and "ELECTRONICS" have nearly equal number of the products, indicating balanced focus on these categories
   2.2 Lower Counts: "HOME DECOR" has fewer products compared to the other categories, indicating niche segment
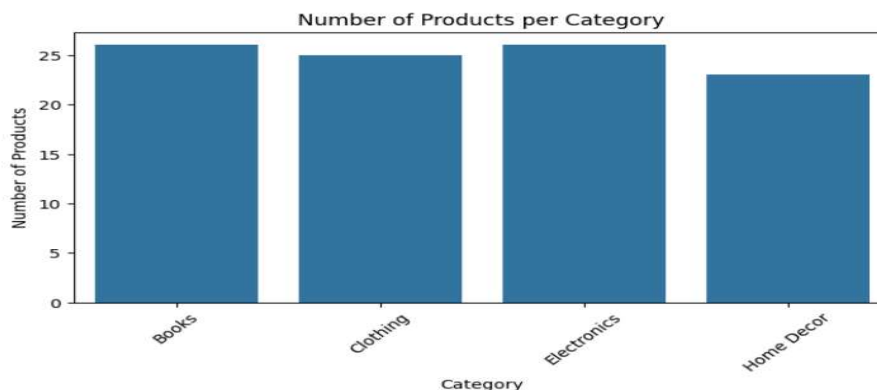

3. **Top 10 Customers:** Identifying the top 10 customers provides the insights into customer loyalty and this information helps in creating personalized marketing strategies and targeted promotions to enhance customer retention. These customers also contribute a major portion of overall revenue.

Top 10 Customers by Total Spending
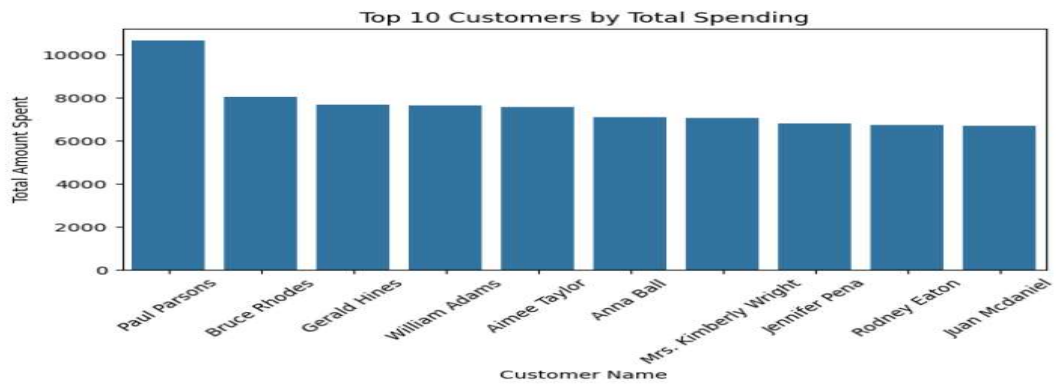
4. **Top 10 Selling Products:** Analysing top 10 selling products helps businesses to understand which specific item drives the revenue.
4.1 Top-performing: "TechPro Headphones" is top-performing with highest total sales indicating strong demand.

Top 10 Selling Products by Total Sales Value
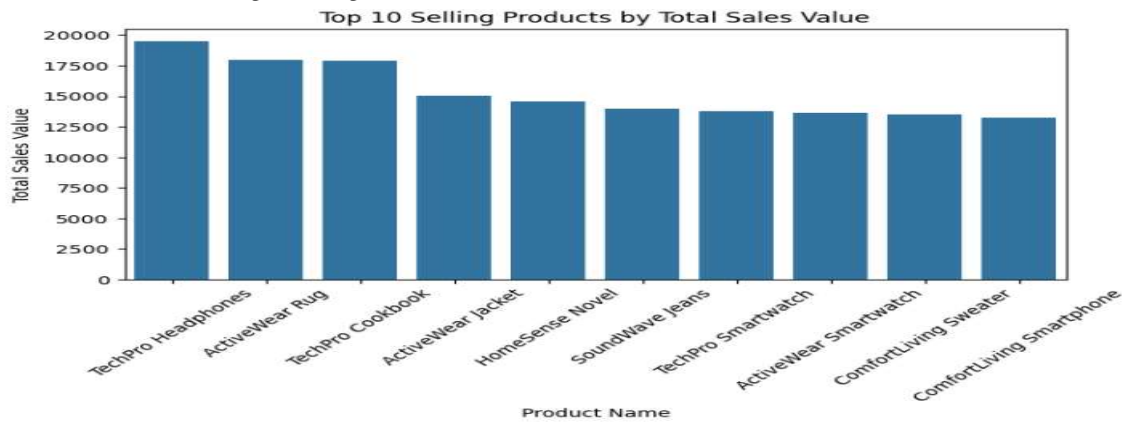
5. **Customer Demographics:** With this analysis it helps in resource allocation, tailored product offerings and expansion planning based on the demography. The data from this insight showcases global reach and penetration in multiple continents.
5.1 Strong Presence: South America has the highest customer count, showcasing strong engagement and market presence in this region.
5.2 Balanced Distribution: Europe, North America and Asia have relatively similar customer counts.

Customer Count by Region