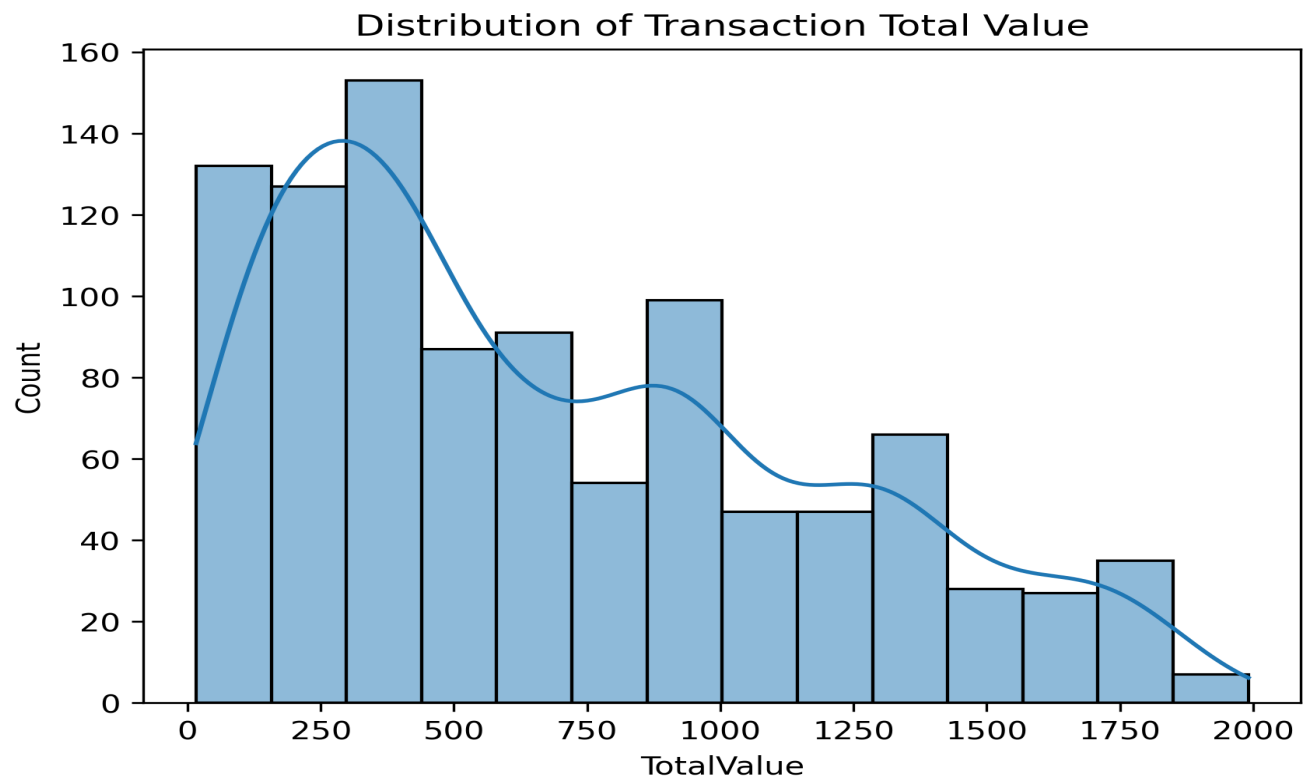
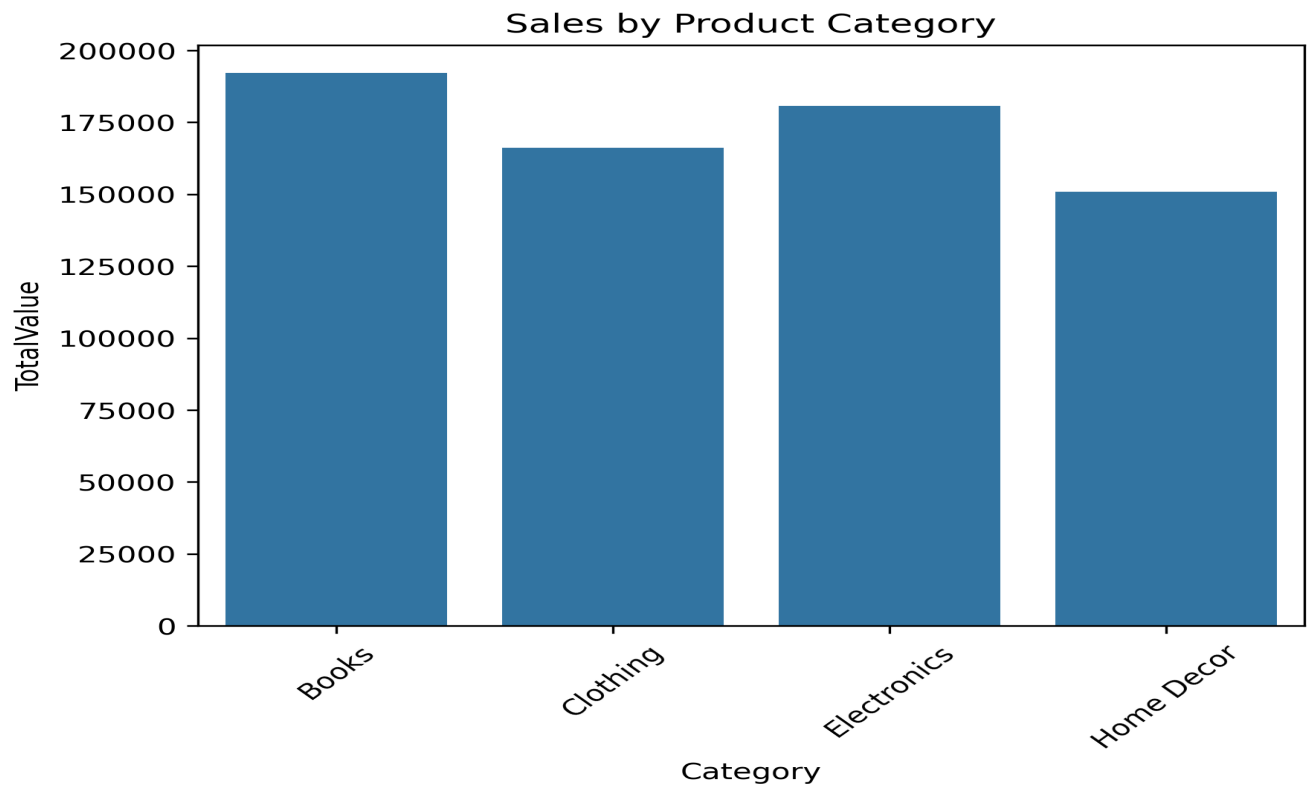


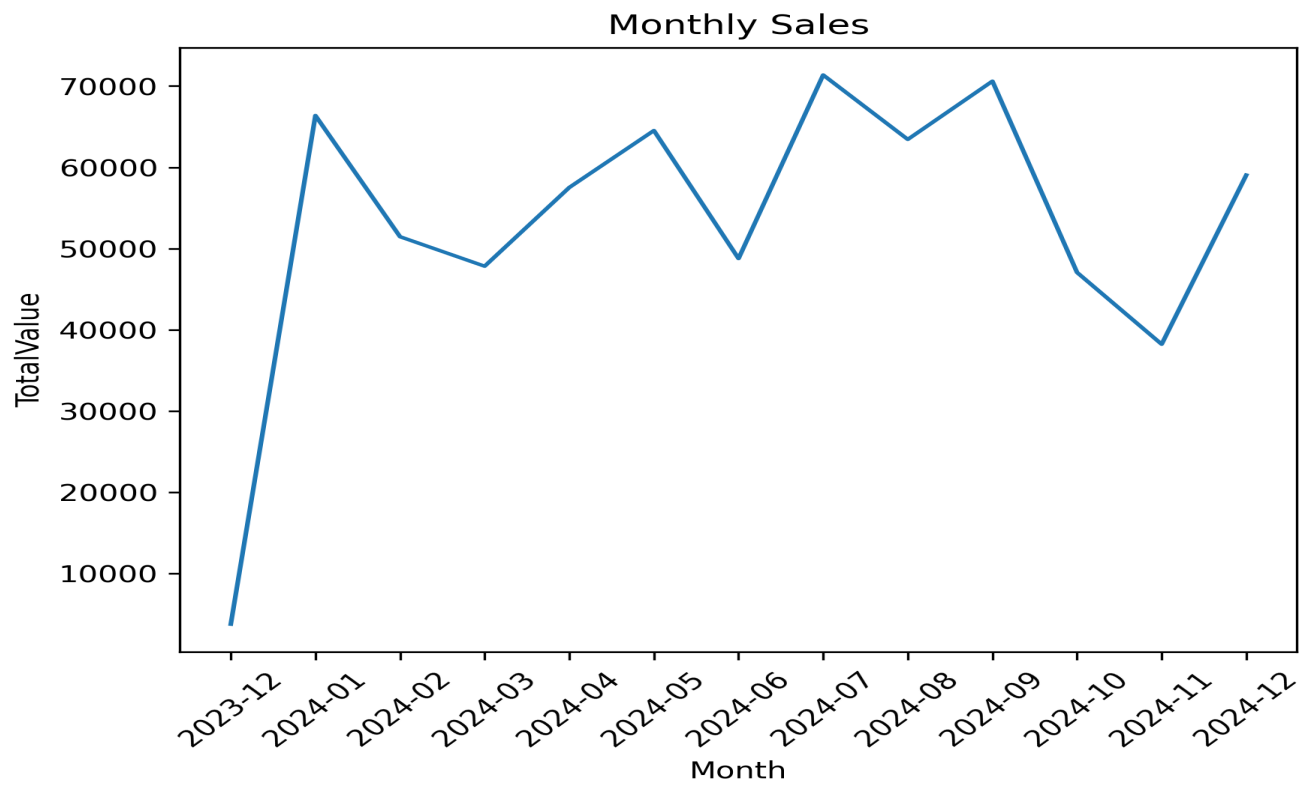
# Exploratory Data Analysis and Business Insights for eComme

## Business Insights:

1. Customer Growth Trend: Customer sign-ups show steady growth, with spikes indicating successful marketing campaigns.
2. Top Product Categories: 'Electronics' and 'Apparel' are the highest-selling categories, suggesting a strong market demand.
3. Most Popular Products: Products like 'Smartphone' and 'Laptop' lead in sales, indicating a preference for high-tech items.
4. Region-based Sales: Sales are highest in 'North America' and 'Europe', with opportunities to target emerging markets.
5. Customer Spending Behavior: The average spending per customer is significant, suggesting a focus on high-value products.







Customer Sign-up Growth Trend

