

## **EDA Business Insights Report**

### **High-Demand Product Categories**

High-demand product categories are pivotal for inventory strategies. Identifying these categories can ensure stock availability and meet customer demands.

### **Revenue Contribution by Region**

South America generates the highest revenue among all regions, suggesting the need for a regional focus with tailored marketing and pricing strategies.

### **Seasonal Transaction Trends**

Monthly revenue spikes indicate seasonal opportunities. Leveraging these periods with targeted promotions can significantly boost sales.

### **Regional Customer Behaviors**

Customer purchasing behaviors differ across regions. Personalization efforts like promotions based on region-specific preferences can increase engagement and retention.

### **Price-Sensitive Bulk Purchases**

Products in lower price brackets see high-volume purchases. Understanding price sensitivity in specific regions or product categories can help in pricing and discount strategies.