

Business Insights Report

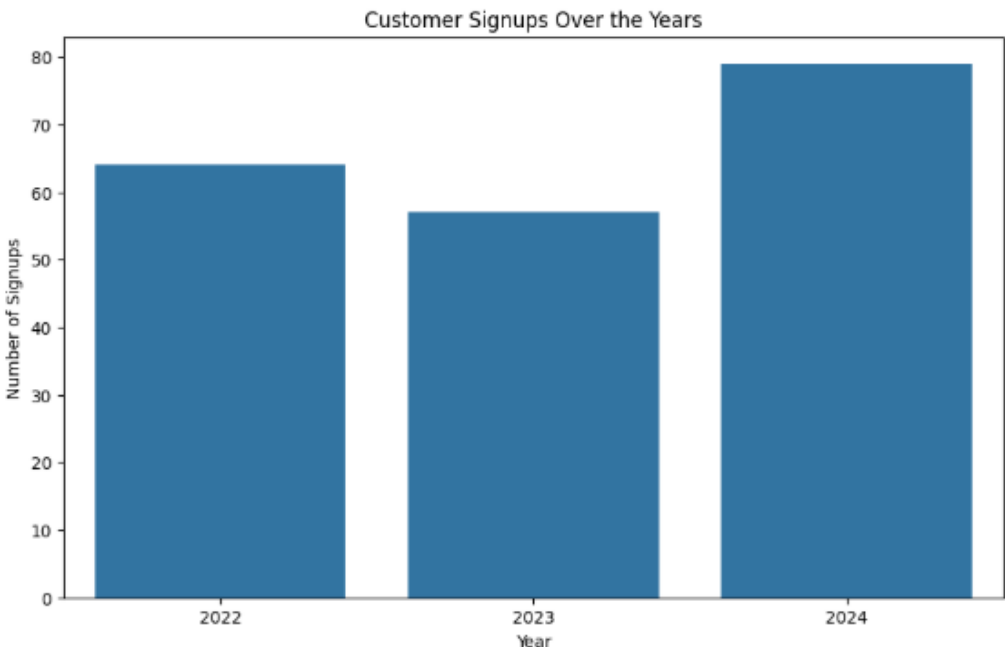
Insight 1: Customer Distribution by Region

- **Key Point:** The majority of customers are located in **South America**, followed by **Europe**.
- **Actionable Insight:** Focus marketing efforts on these high-performing regions while exploring growth opportunities in underrepresented areas like Asia.



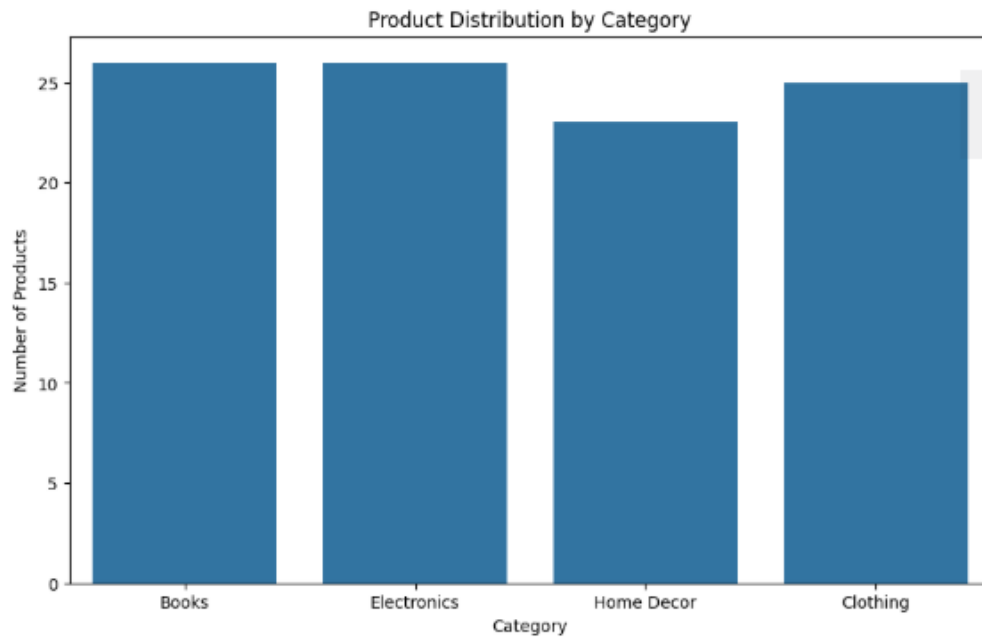
Insight 2: Customer Signups Over the Years

- **Key Point:** A significant spike in customer signups occurred in **2024**.
- **Actionable Insight:** Capitalize on this growth by enhancing retention strategies and introducing new products or campaigns to sustain momentum.



Insight 3: Product Category Distribution

- **Key Point:** The "**Electronics**" category has the highest number of products, followed by "**Books**" and "**Clothing**."
- **Actionable Insight:** Expand the Electronics category and explore underrepresented categories like "**Home Decor**" to diversify the product portfolio and attract a broader audience.



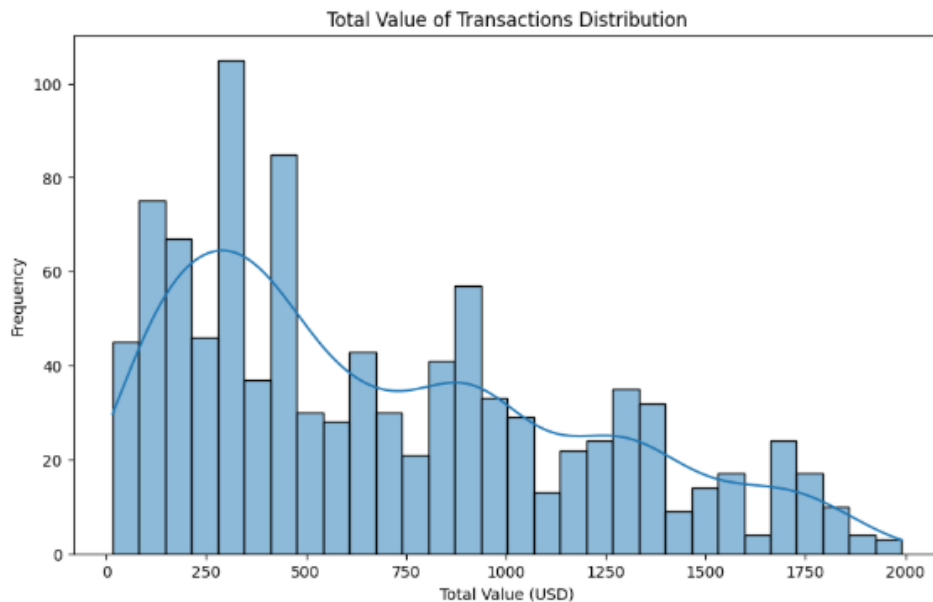
Insight 4: Price Distribution of Products

- **Key Point:** Most products are priced **between \$50 and \$200**, with a few **high-end products** above **\$400**. A noticeable **gap** exists in the **\$200–\$400 price range**.
- **Actionable Insight:** Introduce **mid-range products** in the **\$200–\$400** range to attract customers seeking higher-quality items without premium prices.



Insight 5: Transaction Analysis

- **Key Point:** Most transactions involve a **single quantity of products**, with few bulk purchases.
- **Actionable Insight:** Encourage bulk purchases through **discounts** or **bundled deals** to increase the average order value and cater to high-value customer segments.



Conclusion

The EDA provides actionable insights to optimize marketing strategies, expand product offerings, and enhance customer satisfaction. Key opportunities include:

1. **Focusing on high-performing regions** like South America and Europe while exploring growth in Asia.
2. **Leveraging the 2024 signup spike** by improving retention strategies and launching new products.
3. **Expanding the Electronics category** and exploring underrepresented categories like Home Decor.
4. **Introducing mid-range products** in the \$200–\$400 price range to attract quality-conscious customers.
5. **Encouraging bulk purchases** through discounts or bundled deals to increase revenue.