

5 business insights from EDA:

1. Regional Disparity in Sales

Sales in South America is nearly 10% more than the sales in other regions. All the other regions have similar sales. So we can work on boosting the sales in other regions and expanding customer base too as most number of customers are from South America region.

2. Seasonal Trends in Sales

Sales peak in January, May, July and September. Seasonal promotions and inventory adjustments during high-demand periods can maximize profits and prevent stock outs. These trends also are affected region wise, like South America and Asia records peak sales in July but for North America it is in June, while for Europe it is in September. So categories popular in these regions can be advertised more in the peak sale season

3. Most Popular Products by Category.

Category wise also there is difference in sales like most popular category in South America is Books and a large part of sales is coming from there. Similarly, in North America most popular category is Electronics. So more capital and inventory can be deployed in these categories in specified regions

4. Underperforming Product Categories

This changes based on regions, like Home Décor is highly under performing in North America but is doing better in other regions, similarly, books are under performing in Asia but is most popular category in South America

5. Most sold products

Most sold products do not capture a large part of sales in all the category, so we can conclude that most the products from each category contribute equally to the sales