

Exploratory Data Analysis (EDA) - Insights Report

EDA Insights Report

1. Regional Distribution:

South America has the highest number of customers (59), followed by Europe (50), North America (46), and Asia (45).

2. Top Product Categories:

The 'Books' category is the highest-grossing with \$192,147.47 in sales, followed by 'Electronics' (\$180,783.50), 'Clothing' (\$166,170.66), and 'Home Decor' (\$150,893.93).

3. Monthly Revenue Trends:

Revenue peaked in January 2024 at \$66,376.39, indicating strong sales performance post-holiday season.

4. Top-Selling Products:

'ActiveWear Smartwatch' generated the highest sales (\$39,096.97), followed by 'SoundWave Headphones' (\$25,211.64) and 'SoundWave Novel' (\$24,507.90).

5. Average Customer Lifetime Value (CLV):

The average CLV is \$3,467.31, indicating that on average, each customer contributes \$3,467.31 in revenue.