

Business Insights from EDA:

1. Customer Distribution Insights

South America dominates the customer base (29.5%), indicating strong market penetration in this region. However, other regions like Asia and Europe show potential for growth, suggesting the need for targeted marketing campaigns in underperforming areas.

2. Product Category Performance

Books and Electronics are the top-selling categories, contributing 27.8% and 26.2% of total sales, respectively. This highlights customer preference for these categories and suggests opportunities for expanding product offerings or optimizing pricing strategies in these segments.

3. Regional Sales Concentration

Key regions account for 31.8% of total sales, indicating a need to focus on these high-performing areas to maximize revenue. Additionally, improving sales in underperforming regions could unlock significant growth potential.

4. Seasonal Customer Acquisition Trends

Customer signups peak in February-March and September-November, suggesting seasonal variations in customer acquisition. This insight can help optimize marketing campaigns and promotional activities during these high-traffic periods.

5. High-Value Transactions

10% of transactions are classified as high-value, exceeding the 90th percentile threshold. This indicates a small but lucrative segment of high-value customers, warranting targeted retention strategies and personalized offers to maximize their lifetime value.