Overview:

This analysis examines customer behavior, product performance, and revenue distribution using the provided e Commerce datasets. Through exploratory data analysis (EDA), clustering, and a lookalike model, we derive actionable business insights.

Key Business Insights

1. **Top Revenue-Generating Region:**
   - The region contributing the highest revenue is **South America**, generating **219352.56**.
   - Recommendation: Increase marketing efforts in this region to maintain and grow revenue.
2. **Best-Selling Product:**
   - The top product by revenue is **Smart watch**, with total sales of **39096**.
   - Recommendation: Optimize inventory for this product to avoid stock outs during peak demand.
3. **Customer Signup Trends:**
   - Most customer signups occurred in **300**.
   - Recommendation: Analyze campaigns and seasonal factors from this year to replicate success.
4. **Popular Product Category:**
   - The most purchased product category is **Book** .
   - Recommendation: Expand the product range within this category to capture more market share.
5. **Seasonal Sales Trend:**
   - Peak transaction volume occurs during **1 month.**
   - Recommendation: Launch promotions during this period to capitalize on seasonal demand.