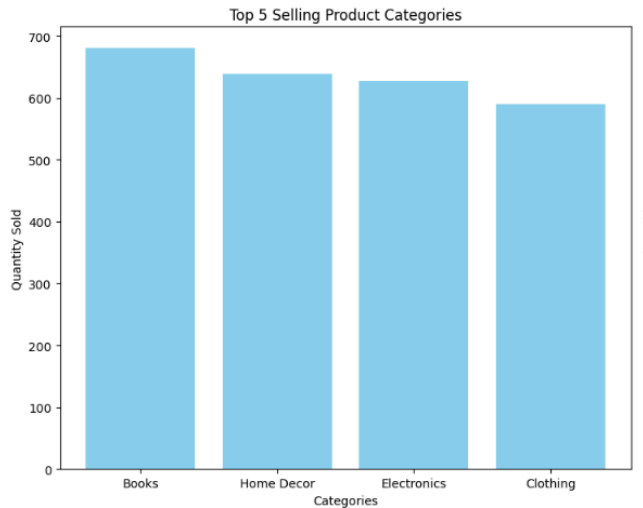


# 5 business Insights from Data (EDA)

## 1. Books Lead Sales but Home Decor & Electronics Follow Closely-

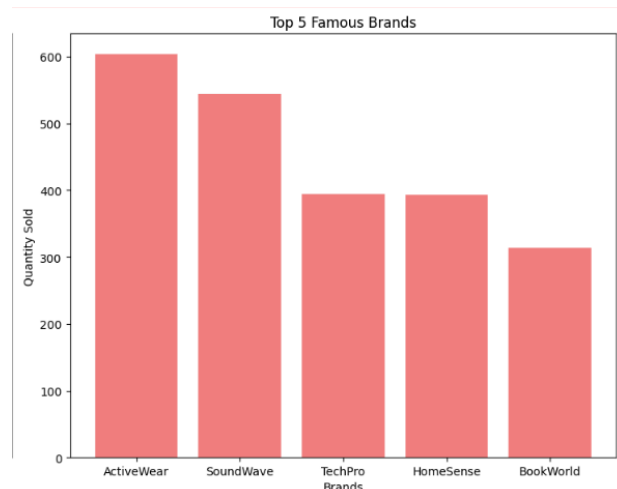


The highest-selling category is books, indicating strong customer demand, possibly due to educational needs or reading trends. However, Home Decor and Electronics are also performing well, suggesting a potential opportunity to expand offerings in these segments. A diversified marketing strategy focusing on books while promoting complementary categories could drive additional revenue. Bundling books with home decor products, such as

study lamps or bookshelves, could enhance sales across categories. Seasonal promotions, such as discounts during back-to-school periods or holiday seasons, may further boost book sales.

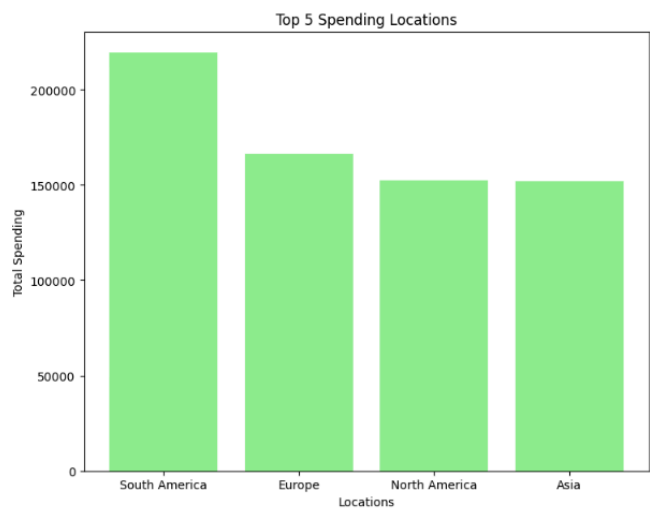
## 2. ActiveWear Dominates Brand Sales, Suggesting High Demand for Fitness Products

ActiveWear is the most popular brand, suggesting an increasing demand for fitness-related products. This aligns with global health and wellness trends, where consumers prioritize active lifestyles. Investing in expanding the ActiveWear product line or collaborating with fitness influencers could further drive engagement and revenue. Additionally, SoundWave and TechPro Brands, which deal with electronics, are also performing well, indicating a strong market for tech products. Businesses can introduce



loyalty programs, offer limited-time discounts, or explore cross-brand collaborations between ActiveWear and tech brands for wearable fitness gadgets.

**3. South America Has the Highest Spending, Indicating a Key Market**

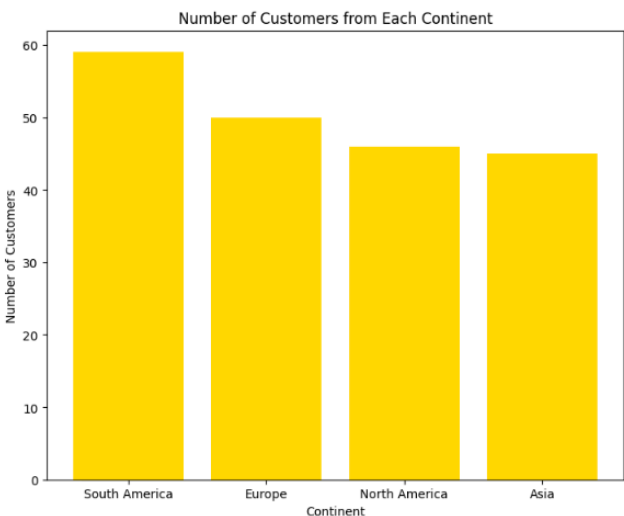


South America outperforms all other regions in terms of spending, making it a primary focus for business expansion. This trend suggests strong purchasing power and consumer interest in the products sold. Companies can allocate more resources toward marketing, logistics, and localized offers tailored to South American consumers. Investing in regional warehouses to optimize delivery times and reduce shipping

costs could enhance customer satisfaction. Understanding consumer behavior in South America, such as popular shopping seasons or preferred payment methods, will help maximize revenue in this region.

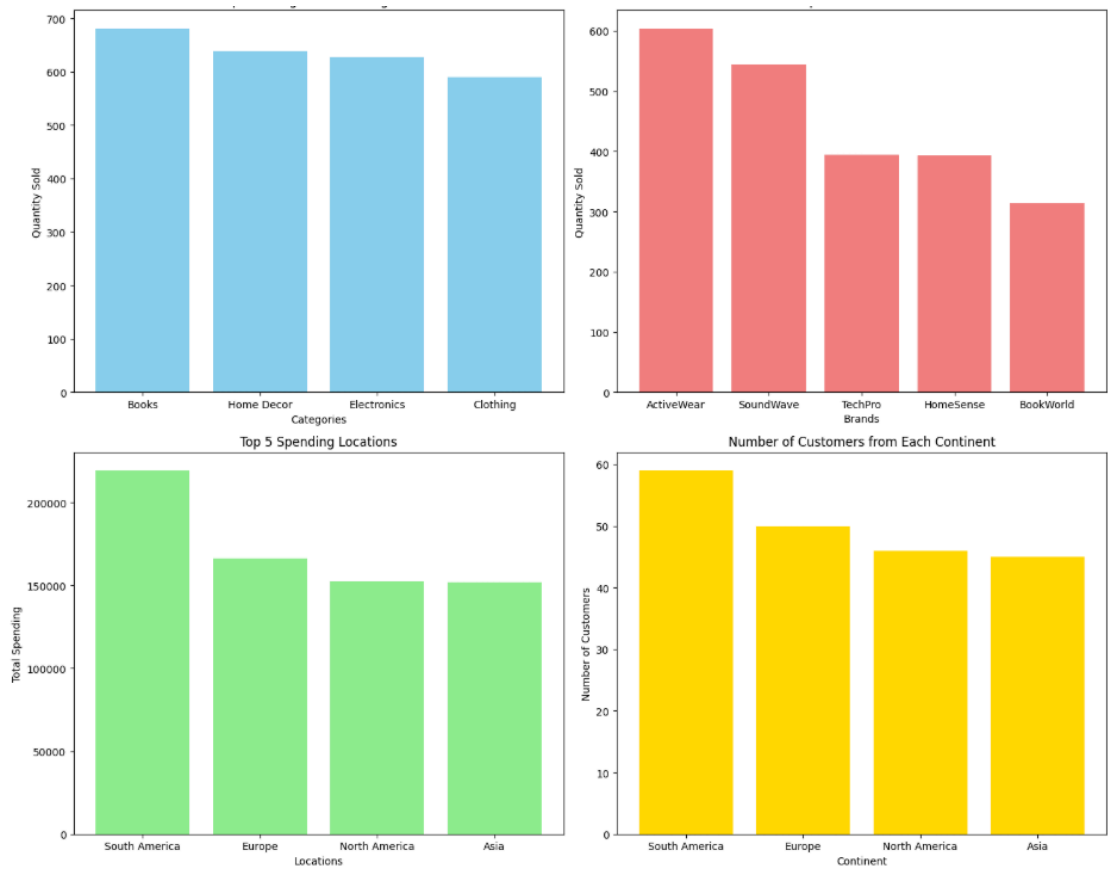
**4. Customer Base is Spread Across Continents but South America Leads**

South America has the highest number of customers, followed by Europe, North America, and Asia. This indicates that while the company has a global presence, South America provides the most significant customer base. Businesses should prioritize customer retention strategies here, such as exclusive loyalty programs, region-specific promotions, and localized customer support. Europe and North America also have



considerable customer bases, indicating potential for expansion. Market research on customer preferences in these regions can help tailor product offerings and targeted advertising, ensuring continued growth and higher conversion rates.

5. Strategic Brand Partnerships Can Drive Sales in Top Categories



Since Books, Home Decor, and Electronics are among the top-selling categories, businesses can explore partnerships between major brands. For example, TechPro Brands, which already has strong sales, could collaborate with BookWorld to promote digital reading devices. Home Decor brands can bundle their products with tech gadgets to create themed setups for smart homes. Offering exclusive deals, such as a free e-book with every TechPro tablet purchase or a discount on home decor items when buying electronics, can boost overall sales. This strategy will improve brand visibility, enhance cross-selling, and increase customer retention.