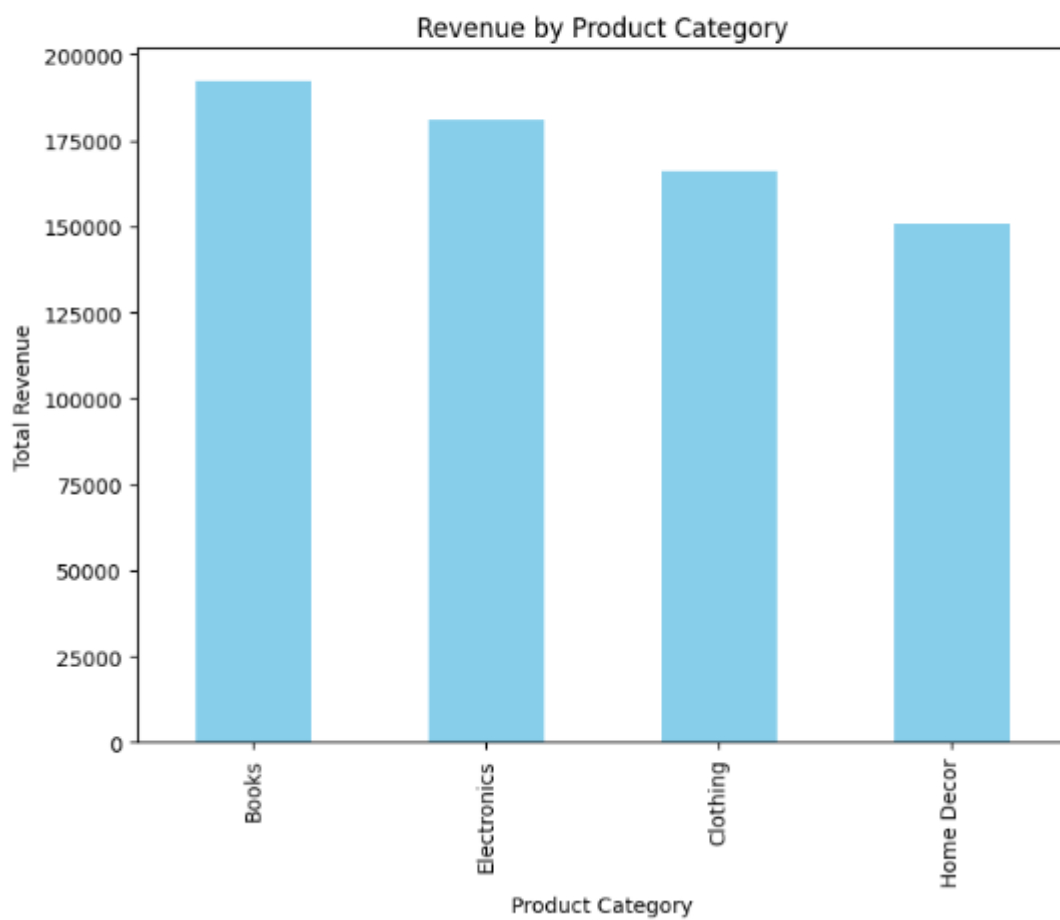


EDA Business Insights

1) Revenue Contribution by Product Categories:

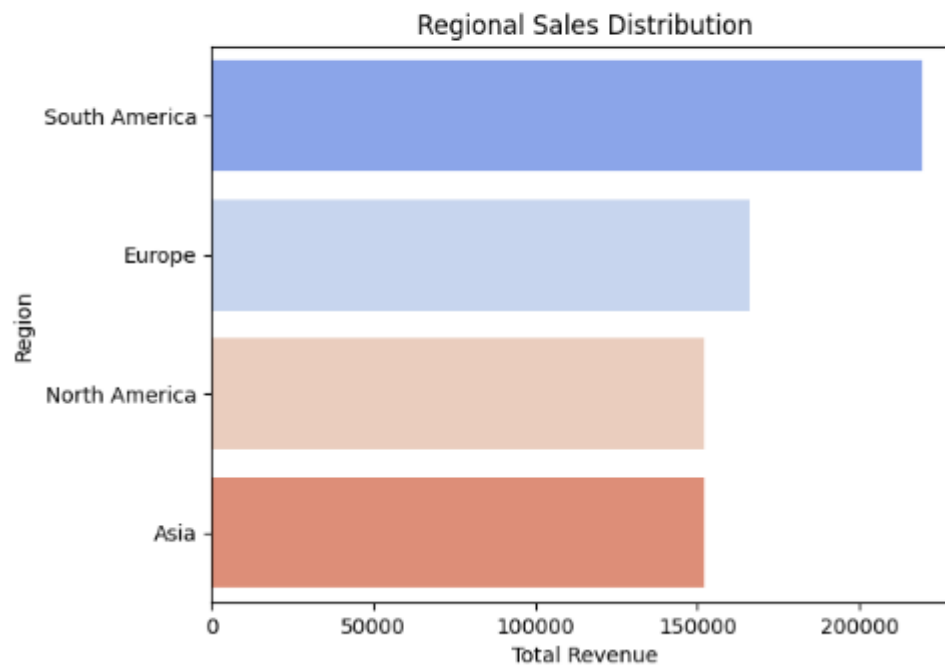
```
Category
Books      192147.47
Electronics 180783.50
Clothing   166170.66
Home Decor 150893.93
Name: TotalValue, dtype: float64
```



The bar chart shows the total revenue per category of products. Books are more sold than the other 3 categories.

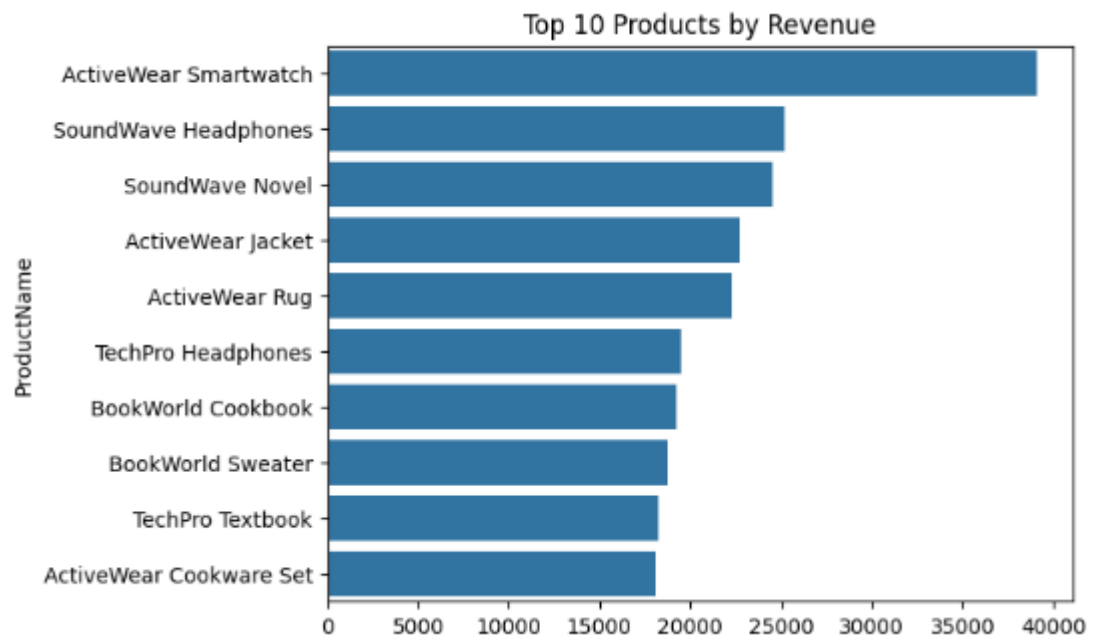
2) Regional Sales Distribution:

```
Region
South America    219352.56
Europe           166254.63
North America    152313.48
Asia             152074.97
Name: TotalValue, dtype: float64
```



The bar chart shows the total revenue generated in different regions. South America is a better market among the following continents.

3) Most Popular Products:

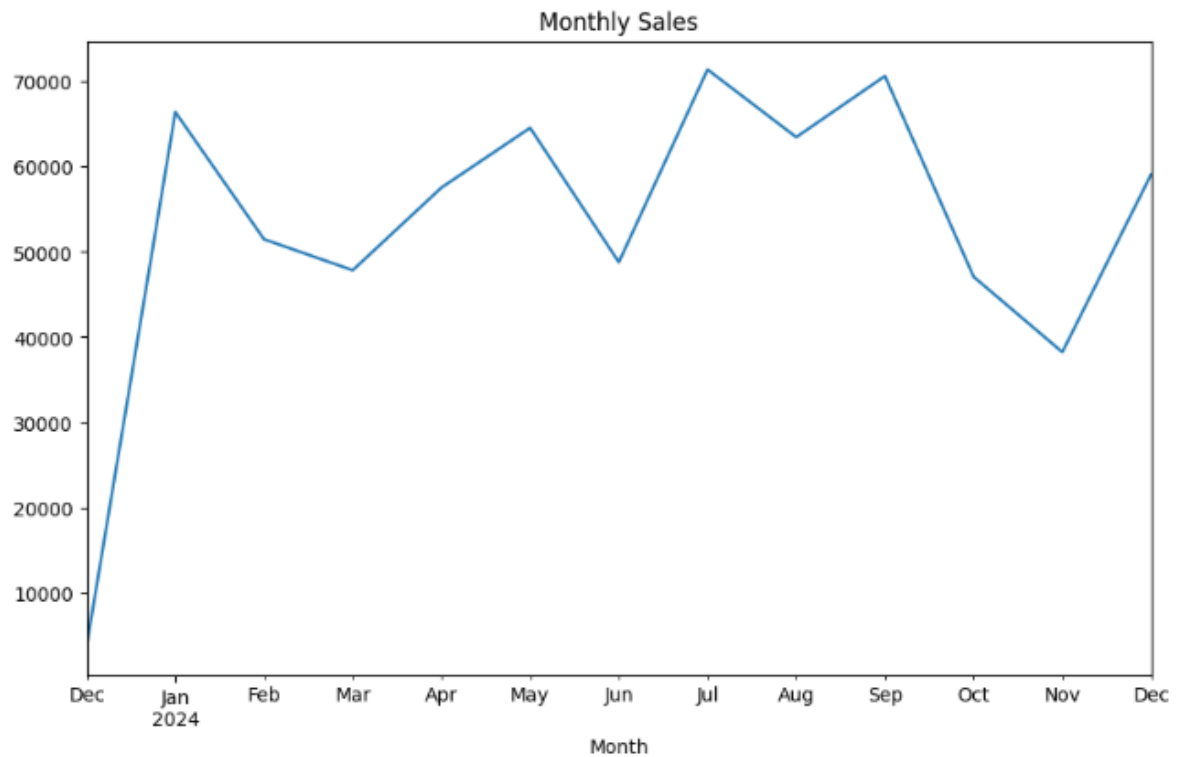


The bar chart shows the total revenue per product.
Smartwatches contribute to a bigger part in the revenue.

4) **Customer Retention Patterns:**

According to the given Customer.csv dataset, top 20% of customers contribute 35.14% of total revenue.

5) **Monthly Sales Trends:**



Our best sales months are January, May, July, September and December.