

Business Insight out of Exploratory Data Analysis (EDA)

1. **Customer Reach Across Regions:**

Most customers come from specific regions, i.e South America, while others are underrepresented. Expanding your presence in untapped areas could bring in a lot of new business.

2. **Best-Selling Products:**

Books and Electronics are consistently popular. Doubling down on these while finding ways to promote lesser-known items could help maximize profits.

3. **Seasonal Sales Trends:**

Sales spike during December month, likely tied to holidays or seasonal demand. Planning targeted promotions and stocking up during these periods can give your revenue a big boost.

Also Sales take a sharp dip in the month of November, which should be studied and certain strategies should be made to not let the sales take a dip.

4. **High-Value Customers:**

A small group of customers accounts for most of the spending. Creating loyalty programs or exclusive deals for these VIPs could keep them coming back for more.

Also make strategies to make the least spending audience to spend more by giving them special offers and treatment.

5. **Product Pricing Insights:**

Mid-priced products are driving most of the revenue. Offering bundles or discounts in this price range could encourage even more purchases while keeping customers happy.