

## Insight from EDA

1. Most of the customers are from South America and they are also generating more revenue for the company whereas there are a smaller number of customers from Asia and Europe than North America but revenue is more generated by the customers of Asia and Europe than North America. Therefore, company have to advertise in Asia and Europe to increase the number of customers in order to increase revenue.
2. Cloths and electronic are generating highest revenue but customers who buy books are higher than clothes, but due to their less price, they are generating less revenue than clothes. In order to increase the revenue company can add high price books or increase the variety of electronics and clothes to increase there buying rate. Customers are also liking home décor but they are less generating less revenue for the company.
3. Number of transactions done in year 2024 is more than 2023 but the revenue of year 2023 is very high as compared to 2024, because in 2023 people are less active on the site, there are only 4 transactions in 2023, even after there is lots of signups in 2022 and 2023. So, the changes are good in 2024 which increases the popularity of site. Keep updating the site, as it is increasing the revenue.
4. January is the best month to sell new products in early morning i.e. from 4:00 to 8:00 and December is the best month to generate revenue by sell high price products such as SoundWave Novel, TechPro Textbook, TechPro T-Shirt, ActiveWear Jacket, ComfortLiving Mystery Book, etc. in night i.e. from 20:00 to 00:00 at the start of the month, as it is generating more revenue.
5. April and September is the best month to get new customers on site as the most number of signups is during these months. So, increase the advertisement in mid dates of these months i.e. from 10<sup>th</sup> to 20<sup>th</sup>.