

Business Insights from EDA

1. Regional Sales Trends:

- **South America** and **Asia** are key regions with a significant customer base and high sales contributions. Focusing marketing campaigns in these regions can further **enhance revenue**.

2. Category Performance:

- **Electronics** and **Books** are the most popular categories, driving a large portion of sales. Investments in expanding these categories can yield **higher profits**, while underperforming categories like Clothing require strategic promotions.

3. High-Value Transactions:

- Although high-value transactions are fewer, they significantly impact total revenue. Targeting **premium customers** with loyalty programs or exclusive deals can **maximize revenue**.

4. Price Sensitivity:

- A wide price range across products suggests opportunities for **segmentation**. Offering budget-friendly products alongside premium items can cater to **diverse customer groups**.

5. Customer Retention Focus:

- Regions with lower sales and signup rates indicate potential markets for customer acquisition. **Retention strategies** like discounts for first-time buyers can **improve engagement** in these areas.