

Derive at least **5 business insights** from the EDA based on the following graph obtained:

1. **Seasonal Peaks in Sales:** The category "Books" has significant spikes in sales, particularly in early months like January and mid-year. This might indicate holiday-related or back-to-school purchasing trends.
2. **Decline and Recovery Trends:** The "Home Decor" category shows a steep drop in sales around October-November but recovers sharply in December. This could be related to pre-holiday preparations and post-holiday clearance sales.
3. **Consistent Performance:** "Clothing" appears to maintain a relatively steady performance without extreme peaks or troughs, indicating a stable demand throughout the year.
4. **Resurgence in December:** All categories except "Electronics" show a strong recovery in December, likely due to holiday shopping. A coordinated sales strategy across all categories could maximize year-end revenue.
5. **Opportunity to Stabilize Volatility:** The sharp fluctuations in sales, especially for categories like "Home Decor," indicate potential inefficiencies in inventory or marketing strategies that could be optimized to smooth demand across months.



