

Exploratory Data Analysis (EDA) and Business Insights

1. Customers are distributed across four regions with South America leading in customer count (59 customers), followed by Europe (50), North America (46), and Asia (45). This indicates a need for balanced regional marketing strategies.
2. Products span four categories, with Books and Electronics having the highest variety (26 each). Opportunities might exist to expand in categories like Home Decor (23 products).
3. Monthly revenue trends show peak sales in January 2024 (~\$66,376), while December 2023 shows the lowest (~\$3,769).
Seasonal or promotional campaigns could boost off-season sales.
4. Top-revenue products include P029 (\$19,513.80) and P079 (\$17,946.91). These should be prioritized for inventory management and marketing.
5. Top customers include C0141 (\$10,673.87) and C0054 (\$8,040.39). Personalized offers could enhance customer loyalty and retention.