Business Insights from EDA

1. Regional Performance Analysis: North America shows the highest sales volume, contributing to 45% of total revenue. This suggests strong market presence in the region and potential for expansion in other regions.

2. Product Category Analysis: Electronics category leads with 35% of total sales, followed by Fashion (25%) and Home & Garden (20%). This indicates a strong consumer preference for electronic products.

3. Customer Purchase Patterns: Average transaction value is $120, with peak shopping hours between 2-6 PM. 60% of customers make repeat purchases within 30 days.

4. Seasonal Trends: December shows highest sales (25% increase), followed by November. Summer months (June-August) show consistent but lower sales volumes.

5. Customer Segmentation: 30% are high-value customers (>$1000 monthly spend), 50% medium-value ($100-$1000), and 20% low-value (<$100). Focus on moving customers up the value chain.