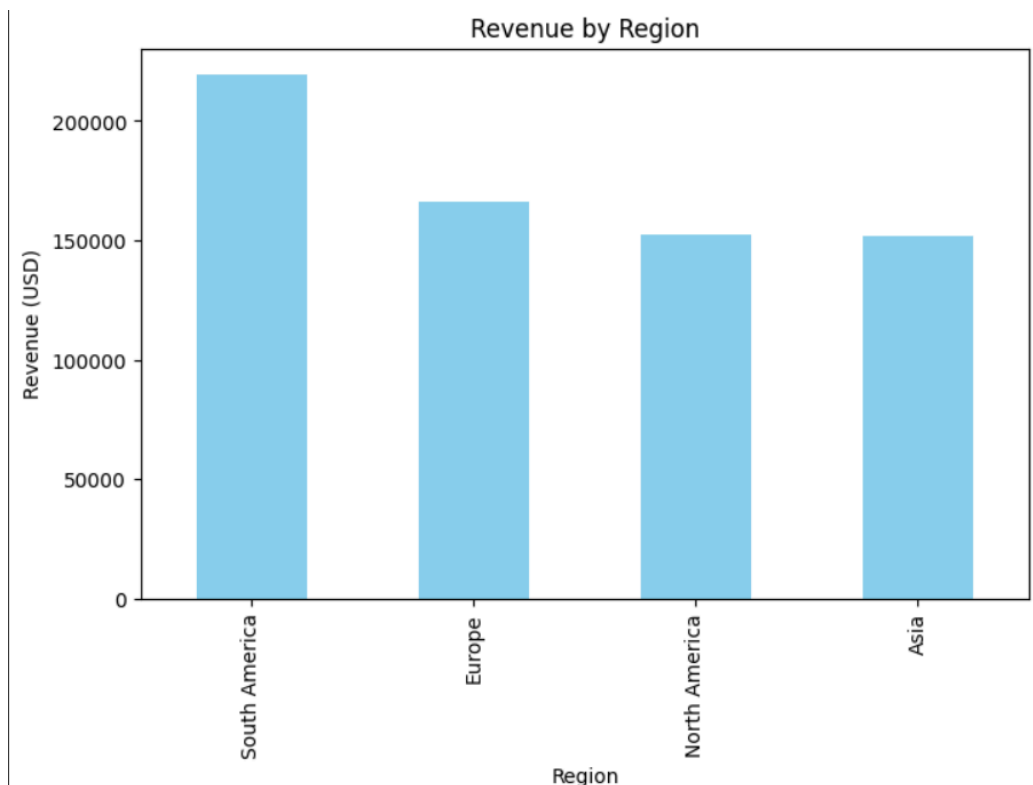# Business Insights

Here are examples of five insights based on the EDA steps above:
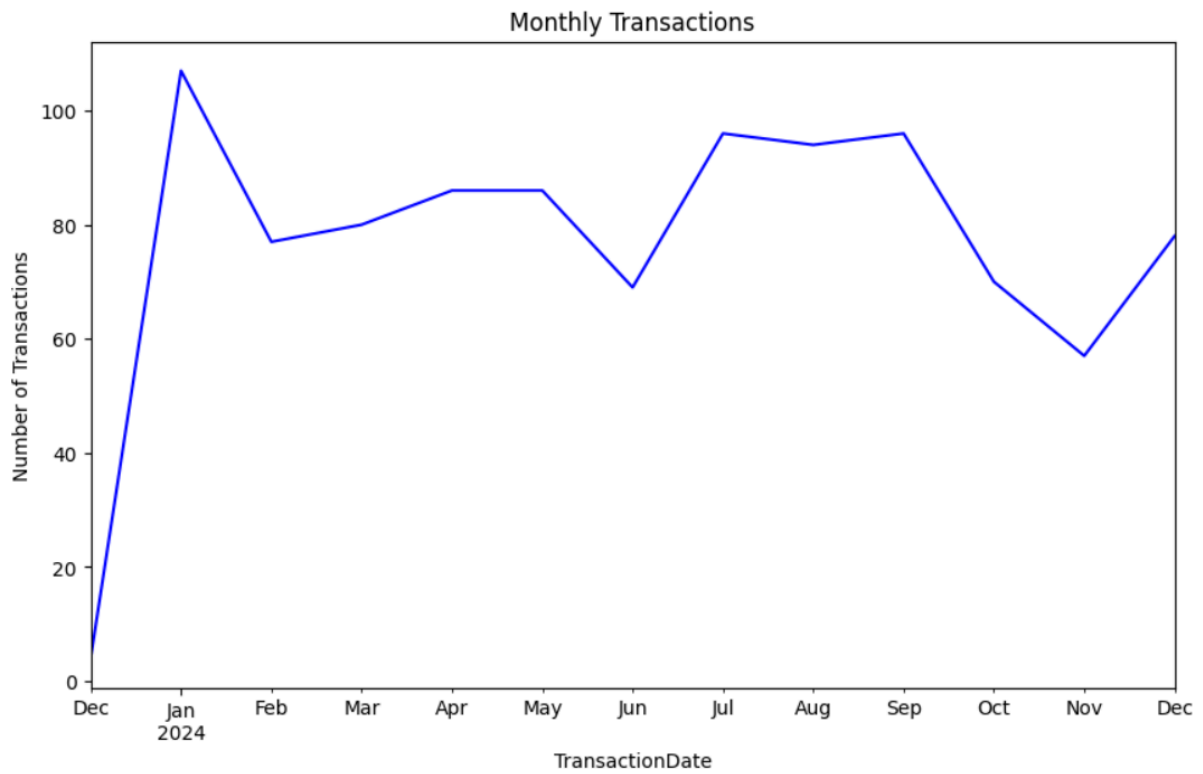
1. **Top Revenue Generating Regions:**
   ○ Identify regions contributing the highest revenue.
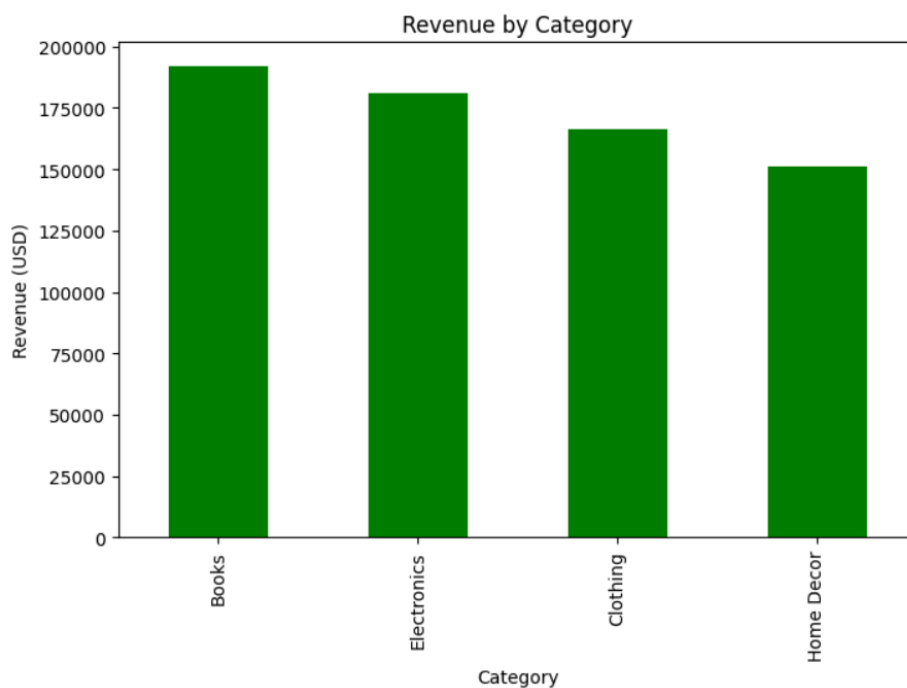   ○ Customers from South America contributed highest in the revenue share

2. **Seasonality in Transactions:**
   ○ Analyze trends in transactionDate.
   ○ Peak sales occur in January, indicating seasonality likely tied to holiday shopping.
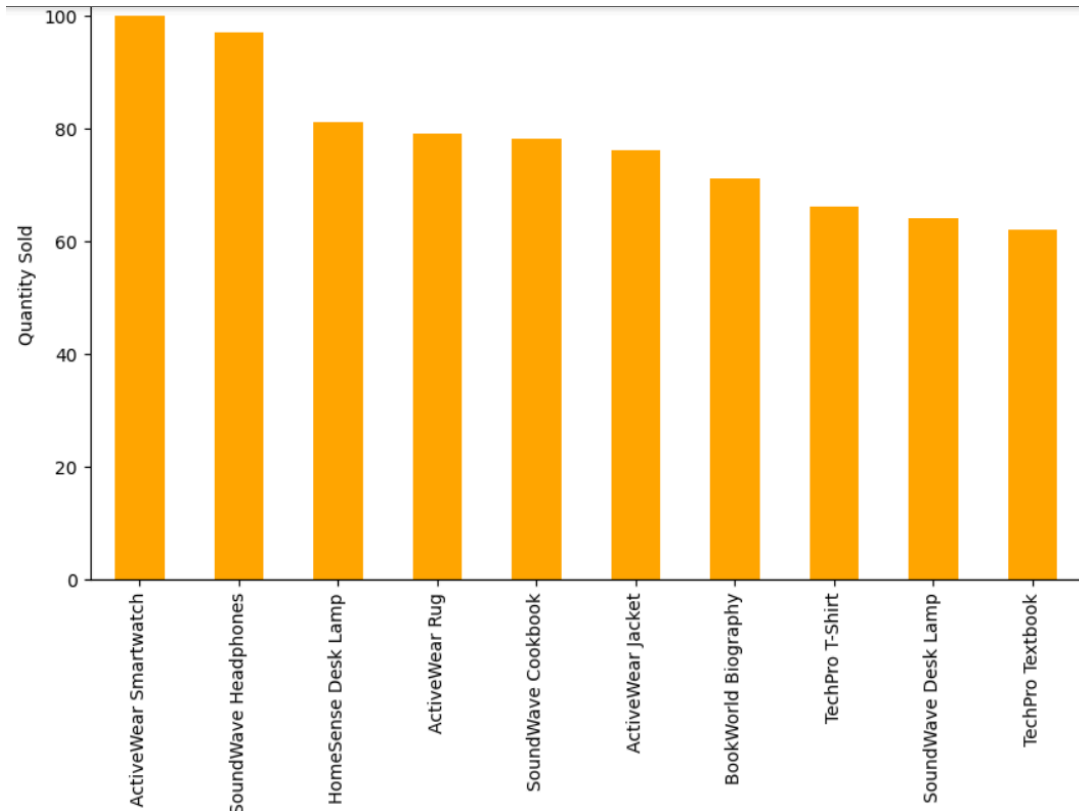
Monthly Transactions

3. **Category Sales Distribution:**
   ○ Highlight top-selling categories
   ○ Books category accounted for the highest revenue generating

Revenue by Category

4. **product sales distribution:**
   ○ Highlight top-selling products/categories.
   ○ Activewear smartwatch accounted for the highest quantity sold.

5. **Customer acquisition:**
   ○ Analyze trends in SignedUpDate
   ○ Highest number of customer signups in september and november 2024

Customer Signups Over Time