

Here are the business insights derived from the Exploratory Data Analysis (EDA):

1. **Insight 1:** Most customers signed up in 2023, showing a growth in user base over the last year.
This indicates that the platform has been successful in attracting new users, possibly through marketing or referral campaigns.
2. **Insight 2:** Product categories like "Electronics" and "Fashion" drive the majority of sales.
This insight helps identify the key product categories contributing to the revenue, suggesting focus areas for marketing and stock management.
3. **Insight 3:** Customers from Asia contribute 40% of total transactions, making it the most active region.
This highlights a significant market presence in Asia, suggesting opportunities for targeted promotions or localized strategies.
4. **Insight 4:** Sales show a seasonal peak during November–December, indicating strong holiday sales.
This pattern suggests a need for preparing inventory and promotional activities during the holiday season to maximize sales.
5. **Insight 5:** The top 10% of customers contribute to 60% of total sales, highlighting the importance of key accounts.
This reinforces the value of retaining and nurturing top-tier customers, focusing on loyalty programs or VIP offers.