

## Business Insights from EDA

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1. South America and Europe consistently generate the highest total revenue, suggesting a strong customer base that could be further monetised with targeted promotions.
2. Books and Electronics products dominate overall sales value, indicating high consumer demand and potential for up-selling or bundling related items in this category.
3. ActiveWear Smartwatch and SoundWave Headphones are the most purchased products, so it is better to have good stocks of both of them in inventory, so that both of them will never get out of stock through out the year
4. The holiday season months show significant spikes in monthly sales, indicating a clear opportunity to run limited-time offers and loyalty campaigns at the end of the year.
5. Customer sign-ups have trended upward each year, hinting that ongoing marketing efforts and word-of-mouth referrals are successfully attracting new users.
6. Monthly revenue trends show dips during non-holiday months, suggesting that targeted off-season promotions might help stabilise sales throughout the year.
7. From HeatMap we can see Books and Electronics show significantly higher revenue in South America, suggesting tailored category-focused marketing could amplify regional sales, where as in Asia only Clothings are mostly contributing so need to focus on marketing campaigns in other Category. In North America, Home Decor is performing very badly so it is needed to understand about their market need.
8. Products priced higher do not always yield proportionately higher revenue, implying factors like brand loyalty or product category influence sales more than sheer price.