

## **Business Insights from EDA**

South America in general generates more sales than other region and strong consumer base. Investing more in this region can be an advantage

Despite having slightly lower total sales (681 units), Books contribute the highest total revenue.

Increase marketing efforts for Books, bundle offers

Home Decor has the highest total sales (639) but the lowest average price. resulting in the lowest total revenue. Introducing Premium Products can increase revenue

Europe has fewer customers than South America but their spending is high. There is a potential for premium product targeting.

Wearable Tech & Audio Products Are in High Demand. Whereas Clothing and Apparel don't perform well yet Asia seems to invest more in Clothing, can target this region for sales boost