

Business Insights from EDA

1. Regional Customer Distribution:

The majority of customers are from North and South America, indicating strong market penetration in these regions.

2. Top-Selling Products:

ActiveWear Smartwatch is the best selling product followed by SoundWave Headphones.

3. Revenue Trends:

Monthly sales data shows seasonal peaks, particularly during Q3 (Jul-Sep)

4. Product Price Impact on Sales:

The product price distribution suggests that lower-priced products are sold more frequently.

5. Customer Spending Behavior:

Spending varies significantly among customers, with some contributing disproportionately to total revenue.