

Business Insights Derived from Exploratory Data Analysis (EDA)

1. Customer Distribution by Region

The analysis shows that South America has the highest number of customers, contributing to approximately 40% of the total customer base. This region is a key market and should be prioritized for targeted marketing campaigns.

2. Popular Product Categories

Electronics and Books emerged as the most popular category, accounting for 35% of total product sales. This highlights the potential for expanding the electronics product line to maximize revenue.

3. Revenue Trends Over Time

Monthly revenue trends revealed a significant peak in July and September, likely due to holiday season promotions. This emphasizes the importance of seasonal marketing strategies to drive sales.

4. Top Customers Contribution

The top 10 customers contribute 25% of the total revenue. Retaining these high-value customers is crucial, and offering loyalty programs or exclusive deals could help sustain their engagement.

5. Customer Acquisition Trends

The highest number of customer signups occurred in 2024, potentially driven by a successful marketing campaign. Analyzing the factors behind this spike can help replicate the success in future campaigns.