

Business Insights from the EDA

1. Customer Signups Are Increasing:

Most customers signed up in 2024, showing that more people are getting interested in the business recently. This could mean that marketing or word-of-mouth is working well.

2. South America Has the Most Customers:

South America has the highest number of customers, followed by Europe. It's a good idea to focus on these areas for better sales and customer connections.

3. Popular Products:

Items like "SoundWave Cookbook" and "SoundWave Jeans" are customer favorites. Stocking more of these kinds of products could bring in even more sales.

4. Top 5 Customers by Total Transaction Value:

A few customers, like Paul Parsons and Bruce Rhodes, spend a lot of money. Giving these customers special discounts or rewards might make them come back more often.

5. Categories Driving Sales:

Some product categories make more money than others. For example, electronics bring in the most sales and are a big part of the revenue. Selling more electronics or similar products could help the business earn even more.