

## **Business insights from EDA**

### **1. Focus on South America:**

South America brings in the most money and has the most unique customers.

Investing in targeted promotions or loyalty programs for this region could further increase sales and customer retention.

### **2. Seasonal Trends:**

Sales peak during **July** and **December**, likely due to seasonal or holiday shopping trends. This insight can be used to plan promotional campaigns, stock up on high-demand products, and offer discounts to maximize revenue during these months.

### **3. Books are top selling items:**

Books are your top-selling items, which means people keep coming back for them.

We could try pairing books with other products, like electronics or home decor, to encourage customers to buy more at once.

### **4. Electronics Contribution:**

While not as frequent as books, electronics contribute significantly to overall revenue due to their high price points. Products like the ActiveWear Smartwatch and SoundWave Headphones are your top earners. We should focus on upselling or bundling these with accessories.

### **5. Know Top Customers:**

Customers like Paul Parsons contribute heavily to your revenue, making them invaluable. Engage these customers with personalized offers, exclusive discounts, coupons or early access to new products to keep them loyal and increase repeat purchases.