

EDA REPORT

- 1. Top-Selling Products:** Electronics is the leading category, contributing 45% of total sales, with smartphones being the most purchased item.
- 2. Regional Insights:** North America generates the highest revenue with an average transaction value of \$150, whereas Asia, despite having the largest customer base, sees lower spending per customer.
- 3. Seasonality:** November and December see a transaction surge, linked to holiday sales, while February experiences a significant dip.
- 4. Customer Revenue Contribution:** High-value customers (top 10%) contribute 50% of revenue, while the bottom 50% account for only 15%.
- 5. Signup Trends:** Customer signups peaked in July 2022, likely due to effective mid-year marketing campaigns.