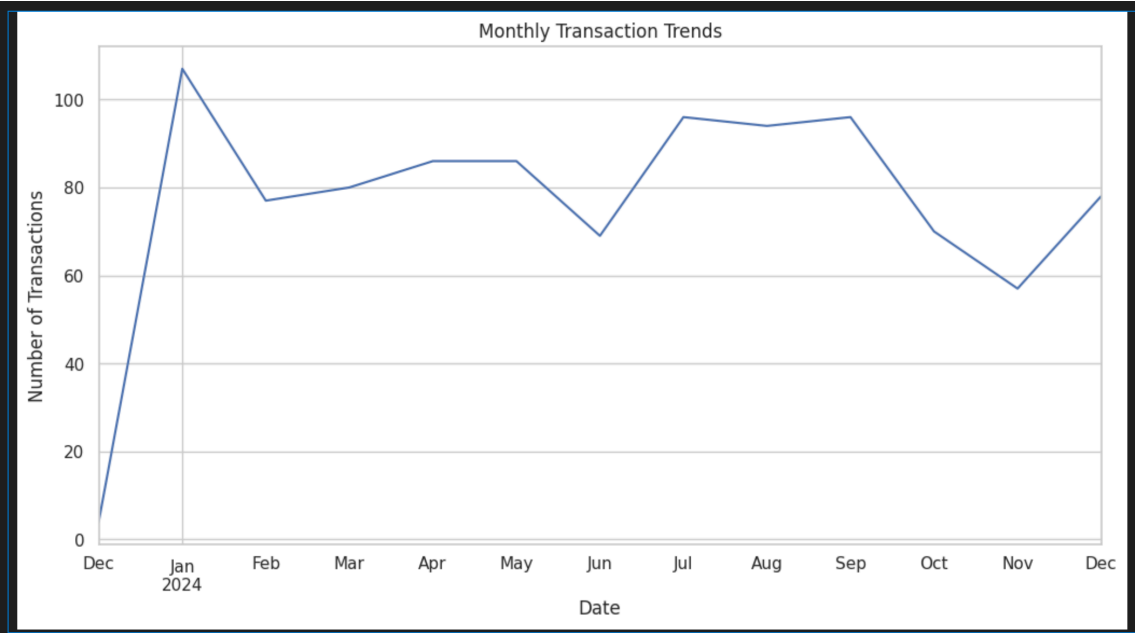


5 business insights from the EDA

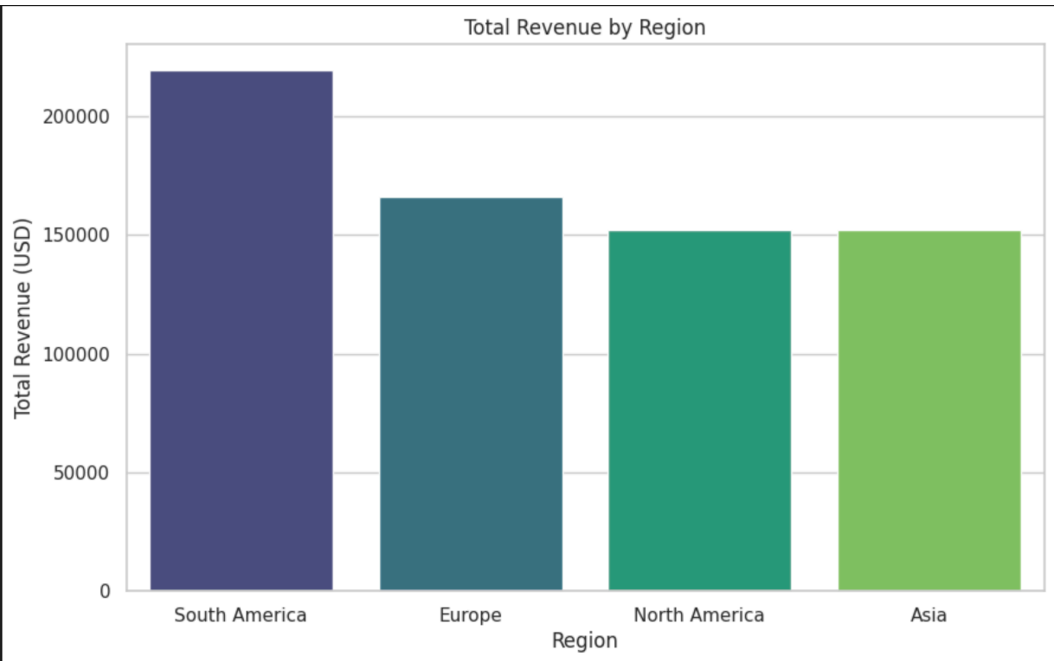
1. Transaction Growth Trend:

The maximum number of transactions occurred in January 2024. Afterward, the graph remained relatively stable, ranging between 70 and 100 transactions monthly. However, a decline was observed in November 2024, with transactions falling below 60. This indicates potential seasonality or reduced engagement in late 2024.



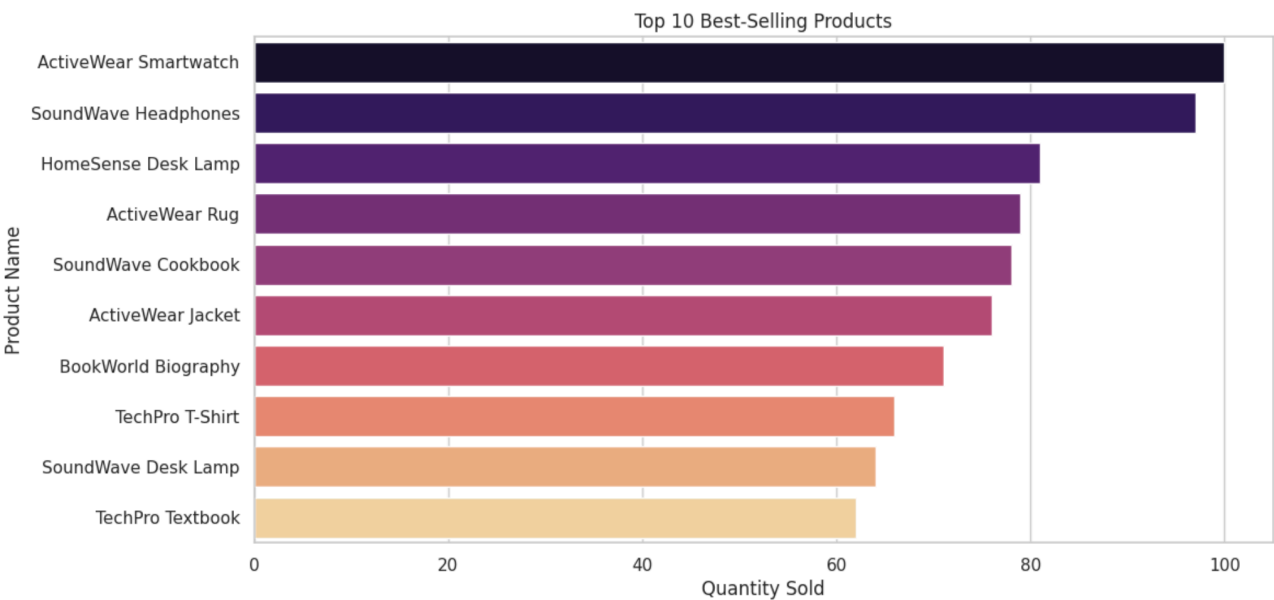
2. Region-wise Revenue Contribution:

The revenue analysis by region shows that **South America** is the largest contributor to total revenue, followed by **Europe**. This highlights the importance of focusing on South America for sustained growth while maintaining efforts in Europe.



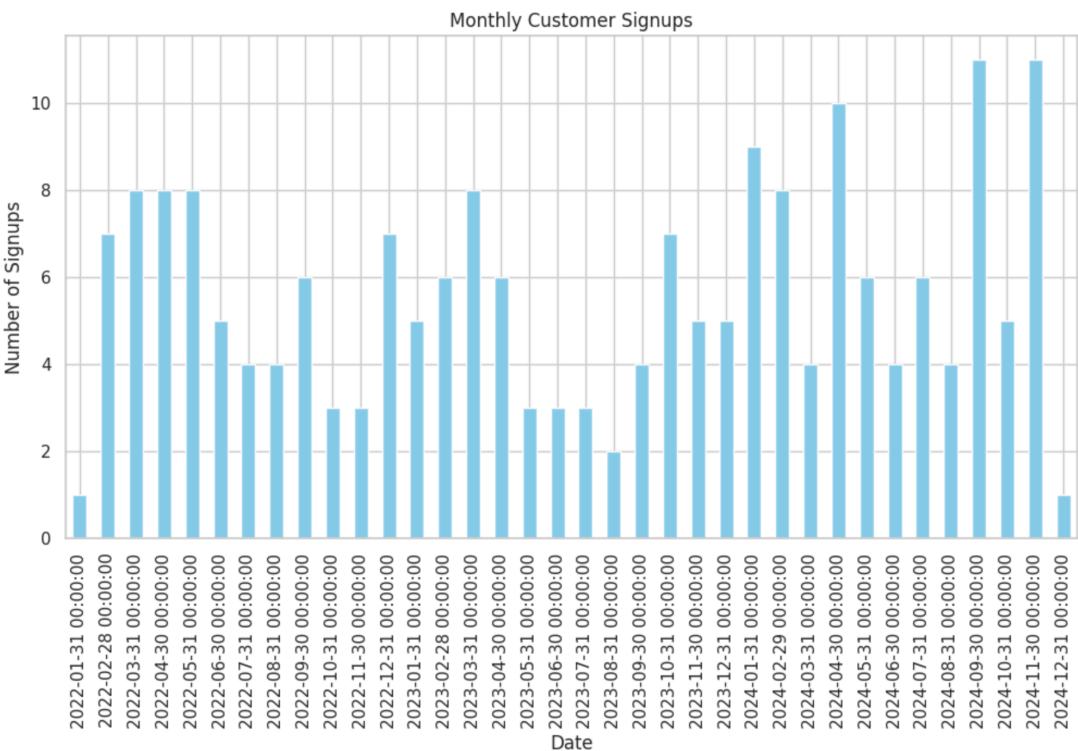
3. **Top-Selling Products:**

The most popular product is the **ActiveWear Smartwatch**, followed by **SoundWave Headphones** and the **HomeSense Desk Lamp**. Other products contribute less significantly. Prioritizing inventory and promotions for these top-selling items could drive higher sales.



4. **Monthly Customer Signups:**

The highest number of new customer signups occurred in **September 2024** and **November 2024**. This reflects a strong acquisition trend during these months, likely influenced by targeted marketing campaigns or seasonal offers.



5. Category-wise Performance:

Books have the widest price range, peaking at \$500, while Electronics show higher median prices with a narrower range. Home Decor and Clothing have lower median prices, appealing to budget buyers. Premium pricing suits Books and Electronics, while affordability should be maintained for Home Decor and Clothing.

