

## Business Insights from EDA

### Insights

1. Total number of unique customers: 200

This represents the total number of individual customers interacting with the platform, showcasing the customer base size and its potential for targeted marketing.

2. Total revenue generated: \$689,995.56

This reflects the total earnings of the business over the dataset's period, highlighting its overall financial performance.

3. Most popular product category: Books

Books stand out as the most purchased category, indicating strong customer preference and potential for focused promotional efforts.

4. Region with highest revenue: South America

This region contributes the most to the revenue, signaling a geographical hotspot for sales and growth opportunities.

5. Average revenue per transaction: \$690.0

The average revenue per transaction is high, indicating substantial customer spending per purchase.