Exploratory Data Analysis and Business Insights

Top Insights:

1. Top Product Categories by Revenue:

   - 'Books' generates the highest revenue ($192,147.47), followed by 'Electronics' and 'Clothing'.

   - Focus on these categories to maximize profits.

2. Regional Revenue Contribution:

   - 'South America' contributes the highest revenue ($219,352.56).

   - Europe and North America are also significant contributors.

3. Customer Signup Trends:

   - Increasing trend in customer signups, with the highest in 2024 (79 signups).

   - Indicates successful customer acquisition strategies.
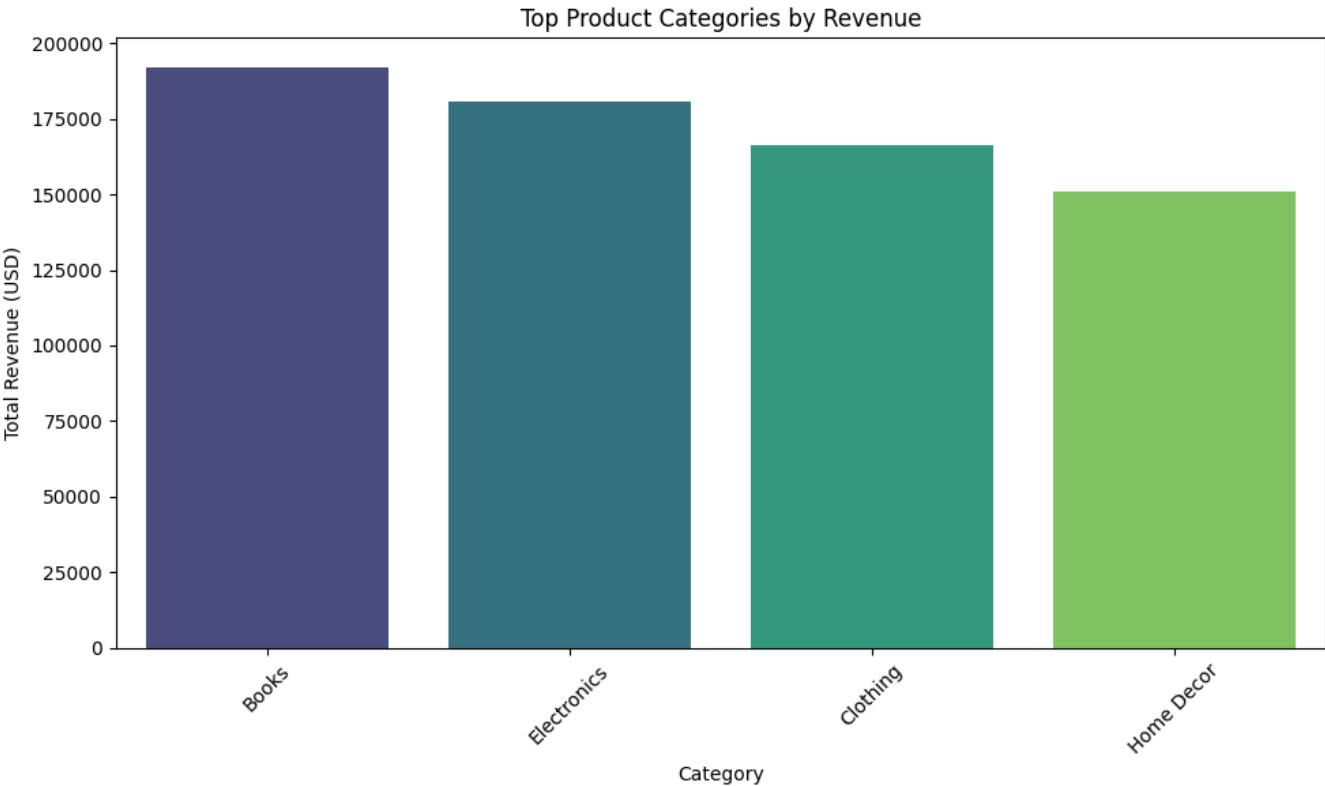
4. Average Transaction Value by Region:

   - 'South America' has the highest average transaction value ($721.55).

   - These regions exhibit high-value purchases.

5. Most Popular Products by Quantity Sold:

   - Top 5 products: ActiveWear Smartwatch, SoundWave Headphones, HomeSense Desk Lamp, ActiveWear Rug, SoundWave Cookbook.
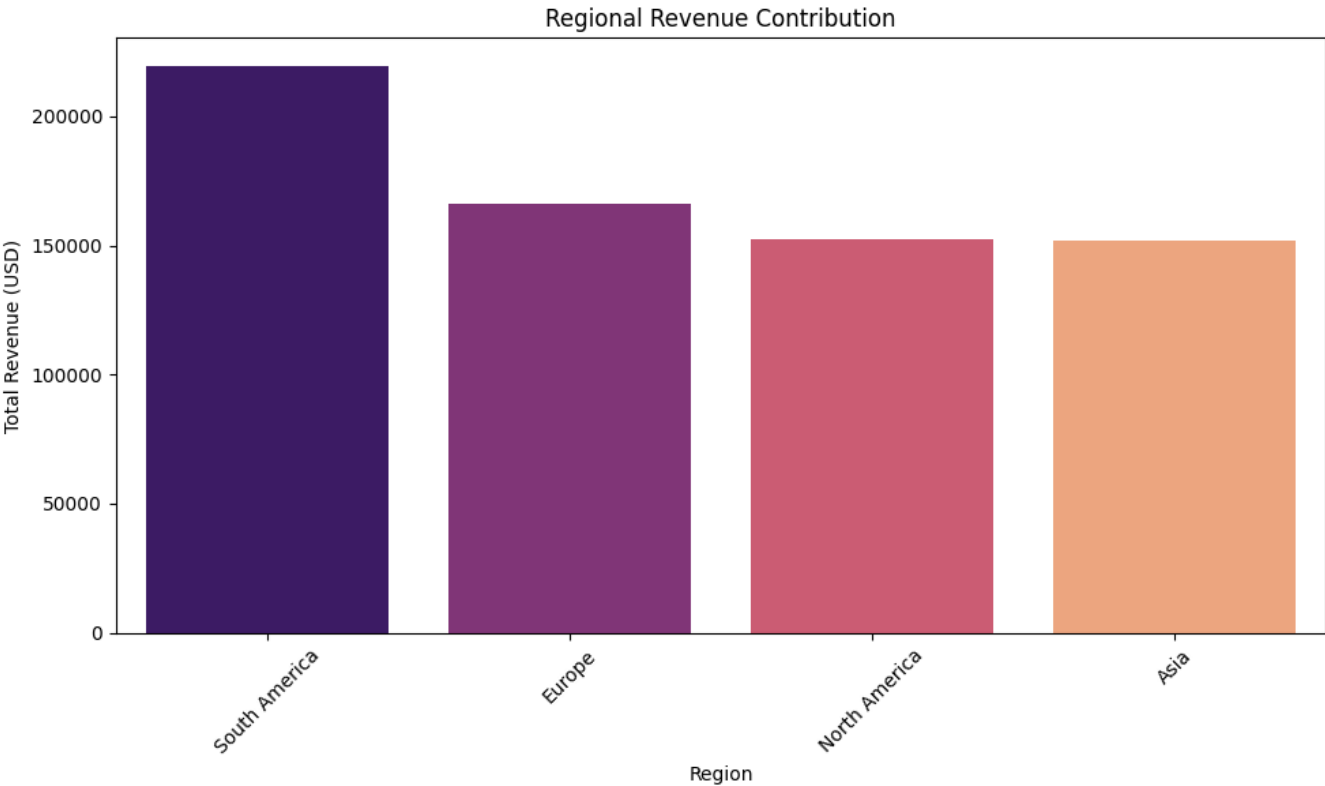
   - Indicates consistent demand for these products.

Business Insights Report
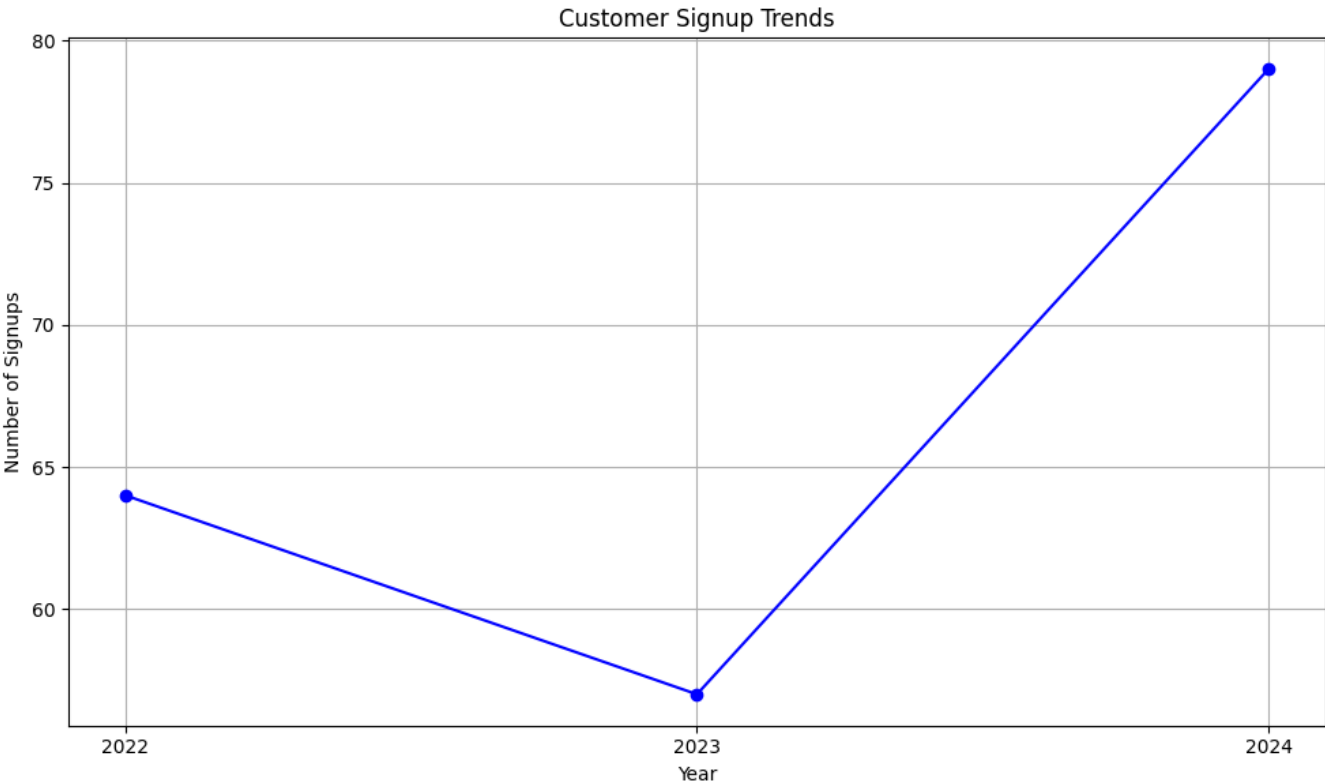
Top Product Categories by Revenue

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Business Insights Report

Regional Revenue Contribution

Regional Revenue Contribution

Business Insights Report

Customer Signup Trends

Customer Signup Trends

Business Insights Report

Average Transaction Value per Region

Average Transaction Value per Region
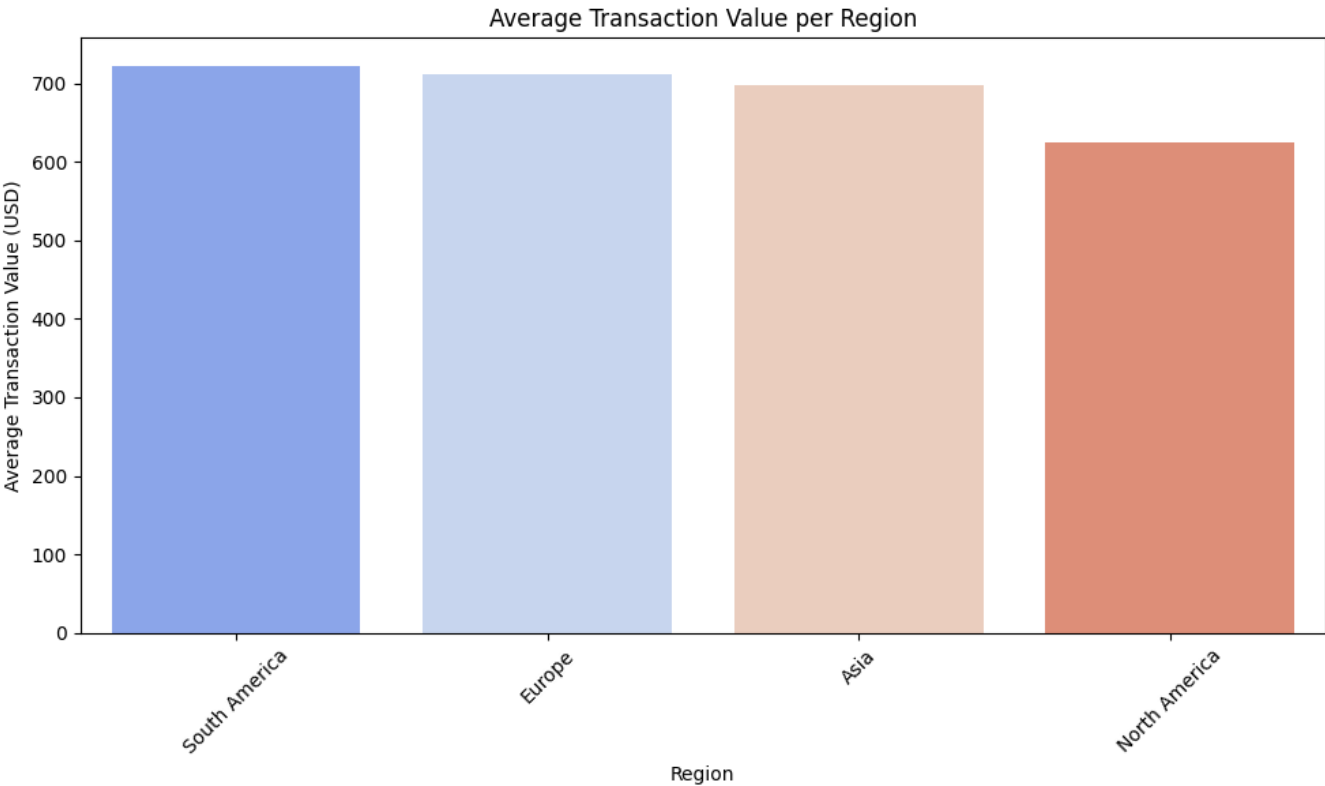
Business Insights Report

Most Popular Products by Quantity Sold

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