

Business Insights from EDA

- 1) **Regional Customer Distribution:** Customers are evenly distributed across regions, with a slight preference for South America. This suggests that marketing efforts in South America are effective, and the company should continue targeting this region while expanding into others.
- 2) **Top-Selling Product Categories:** Electronics and Books dominate sales, indicating strong customer demand. The company should focus on these categories for inventory management and marketing, while exploring strategies to boost sales in Clothing and Home Decor.
- 3) **Seasonal Sales Patterns:** Sales peak during specific months, likely around holidays. Implementing targeted marketing campaigns during these periods can enhance revenue generation.
- 4) **High-Value Customer Segmentation:** A small group of high spenders significantly contributes to revenue. Tailored loyalty programs and personalized offers for these customers can enhance retention and revenue.
- 5) **Product Pricing Strategy:** The wide price range suggests targeting diverse customer segments. Introducing mid-priced items could attract a broader audience and increase market share.