

EDA Business Insights Report

1. Customers from South America form the largest customer base, contributing 29.5% of all customers. This indicates a strong regional focus in this market.
2. The majority of transactions involve quantities of 2 or more products, suggesting a preference for bulk purchases.
3. Books are the most common product category, accounting for over 25% of the product catalog, but Electronics contribute the highest transaction value.
4. Average transaction value is approximately \$690, indicating mid-range purchasing behavior.
5. Signup rates peaked in late 2024, showing an increasing trend in customer acquisition over time.