The five business insights that can be drawn from the dataset after doing Exploratory data analysis are

- Distribution of customers across regions

  Conclusion:
  Based on the number of clients in each location, it can be seen that some areas like South America have a larger customer base area than Asia, Europe and North America.

  Actionable Insight:
  Marketing teams should concentrate on Asia and Europe, which have lower customer numbers, and investigate methods to increase their client base there in order to maximize sales efforts. To boost consumer acquisition, a marketing effort might be started in these underserved areas.

- Top Products by Revenue

  Conclusion:
  In the Electronics category, the ActiveWear Smartwatch is making the most money.

  Actionable insight:
  To increase sales of these high-performing products, the company should think about stocking more of the ActiveWear Smartwatch products and possibly running targeted advertisements or promotions.

- Monthly Transaction Frequency

  Conclusion & findings:
  During particular months, there is a discernible increase in the volume of transactions. For example, sales often rise in month between December and January.

  Actionable insight:

  To take advantage of the heightened demand during these months, the business should create special promotions and make sure it has enough inventory to handle the increased transaction volumes.

- Average Spending Per Customer

  Conclusion:
  Customers are willing to make large purchases, as seen by the relatively high average spending per customer, which is around 3467.31

  Actionable insight:
  Since consumers are spending more money, the business ought to think about providing loyalty plans or package discounts to promote recurring business and raise average spending per customer even more.

- Analysis of Customer Sign-Up

  Conclusion:
  The majority of new customers signed up in April and September, suggesting that these months saw a spike in client acquisition.

  Practical Advice:
  If paired with exclusive seasonal deals, a focused marketing effort in such months could increase signups even further. These insights can also be used by the business to predict future patterns in client behavior.