

Here are **five business insights** derived from the EDA performed:

### **Business Insights**

**1. Top Products Drive Significant Revenue:**

- The top 10 products account for a large share of the total sales value, indicating that a small subset of products drives most of the revenue. Businesses should focus on ensuring the availability and marketing of these top-performing products.

**2. Region-Wise Sales Distribution:**

- Certain regions, such as North America or Europe, contribute significantly more to total sales. This suggests that region-specific strategies, like localized promotions or optimized supply chains, could enhance sales further.

**3. Seasonal Transaction Trends:**

- The transaction trends over time reveal seasonal spikes, particularly during specific months. These periods could correspond to festivals, holidays, or end-of-year sales, providing an opportunity to plan marketing campaigns and inventory.

**4. Category Pricing Insights:**

- The average price of products varies significantly across categories, with categories like Electronics commanding a higher average price. This insight helps in strategizing pricing and marketing efforts for different product categories.

**5. Customer Signup Growth:**

- There is a steady increase in customer signups over time, reflecting effective customer acquisition strategies. However, further analysis is needed to measure customer retention and lifetime value to ensure sustained growth.