

# Exploratory Data Analysis (EDA) Report

## Key Insights from EDA:

### 1. Sales by Product Category:

- Books: \$192,147
- Electronics: \$180,784
- Clothing: \$166,171
- Home Decor: \$150,894

### 2. Sales by Region:

- South America: \$219,353
- Europe: \$166,255
- North America: \$152,313
- Asia: \$152,075

### 3. Monthly Sales Trends:

- Sales peak during January 2024, reaching approximately \$66,376.
- Steady decline in sales from February to April 2024.

### 4. Customer Signup Trends:

- 2024 saw the highest customer signups: 79 users.
- Growth observed year-on-year since 2022.

### 5. Overall Observations:

- Seasonal peaks suggest potential promotional periods.
- South America drives most sales; focus on expanding offerings here.