

## EDA - INSIGHTS

1. Analysis shows us that South America is the most spending and revenue generating region. This performance suggests that this region customers have high purchasing power and the presence of large customer base is more important in market.
2. A few top-selling products are responsible for a large part of total sales like book, electronics and cloths. Focusing the marketing efforts on these popular products. By running special campaigns and promotions for these products, can likely increase sales and make more money generation.
3. Sales are gone up a lot around July to September and December, probably because people spending more during the holidays. Having enough products on hand, making sure to have enough staff to handle the extra business, and running special deals to attract customers during this busy time.
4. Electronics are more expensive. Sales in this category often bring in more money. Making smart pricing decisions, develop better electronics, and target the marketing to people interested in electronics.
5. New customers often buy less often, but when they do, they usually spend more money. This means they might prefer more expensive products.