

# Exploratory Data Analysis (EDA)

1. **Customer by Region:** Customers from certain regions consistently generate higher revenues. These regions can be targeted for promotions or loyalty programs to maximise returns.
  - The majority of customers are from South America which is 60
  - Followed by Europe, with 50 customers.
  - Asia and North America have almost similar number of customers which is 45
2. **Top-selling products:**
  - Activewear smartwatch and SoundWave are the top sellers with sales approx. 100.
  - ComfortLiving Headphones and BookWorld Wall Art show significantly low sale of 15 unit.
  - Promotions and reviews heavily influence their performance.
3. **Revenue over time:**
  - Sales peaked during the time of July to September with 60000 to 70000 revenue generated per month.
  - Sales dropped during the month of February and March & October and November with less than 50000 revenue generated per month.
4. **Revenue by region :**
  - South America generated the highest amount of revenue which is amount over 200000.
  - Europe have revenue of 160000.
  - Asia and North America generated similar amount of revenue of 150000.
5. **Revenue by category:**
  - Books generated most revenue by total collection over 185000.
  - Electronics generated revenue of 175000.
  - Clothing have revenue of 170000.
  - While home decor have revenue of 150000.