

EDA and Business Insights

- **Product Popularity:**

- **Books** and **Electronics** are the most frequently purchased categories, while **Home Decor** has relatively fewer transactions.
- High-demand products may need better inventory management to avoid stockouts during peak seasons.

- **Geographical Trends:**

- **South America** leads in total sales, which may indicate strong market presence or higher purchasing power in that region.
- **North America** has lower average order values, which could suggest pricing sensitivity or different consumer preferences.

- **Sales Distribution Over Time:**

- There are noticeable **sales spikes at the start and end of the year**, possibly driven by seasonal promotions or holiday periods.
- The **mid-year months (July-September)** also show an increase in sales, which may correspond to back-to-school or summer promotions.

- **Data Imbalance:**

- The dataset is heavily skewed towards **2024**, with very limited data from **2023**, which may affect trend predictions and historical comparisons.
- Some categories and regions have **uneven representation**, which should be considered when drawing business insights.