**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.