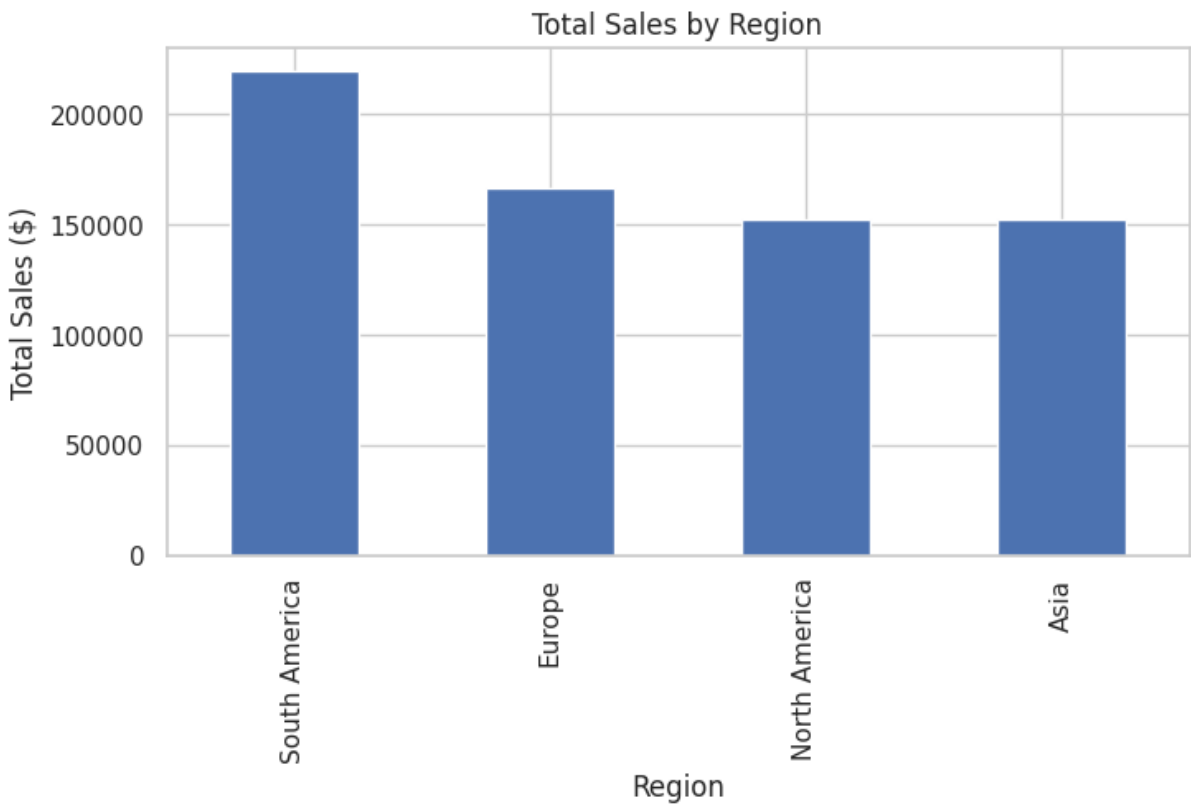


# EDA Business Insights Report

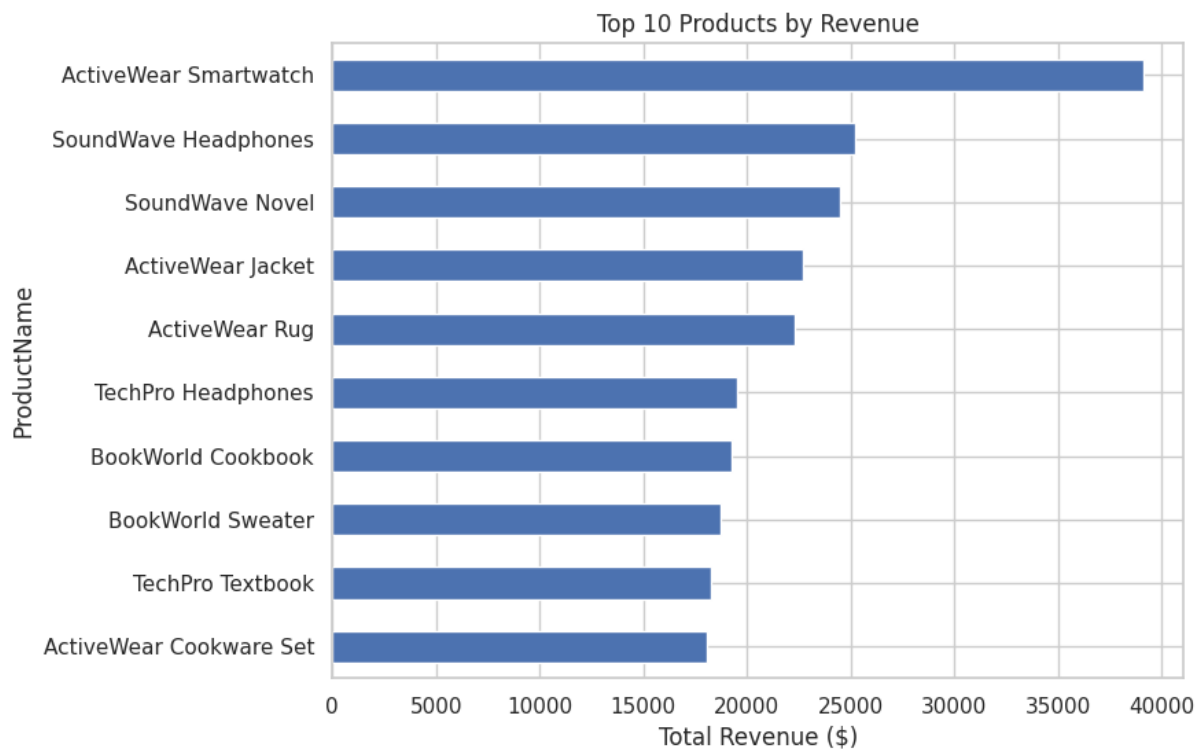
## Insight 1: Sales by Region

South America leads all regions in total sales, contributing over \$215,000 - nearly 30% higher than Europe and North America. This indicates a strong customer base and sales momentum in South America, suggesting this region should be prioritized for marketing efforts and inventory focus.



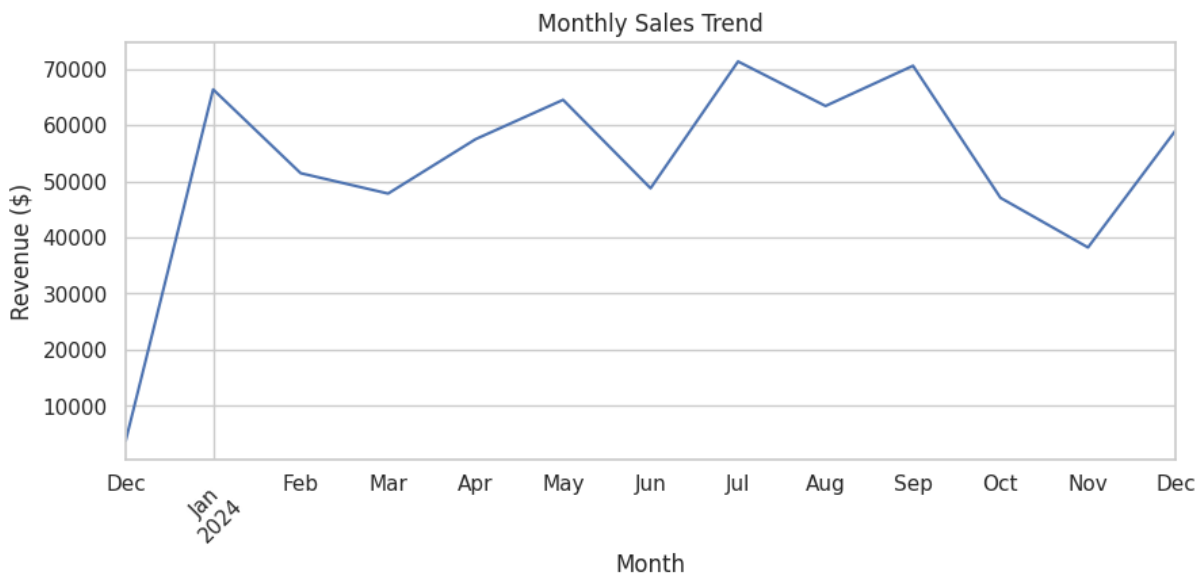
## Insight 2: Top Products by Revenue

The "ActiveWear Smartwatch" alone generated nearly \$40,000 in revenue, followed by "SoundWave Headphones." Electronics and ActiveWear dominate revenue contribution, hinting at customer preference for high-value lifestyle and tech products. These items should be promoted in upselling and cross-selling campaigns.



### Insight 3: Monthly Sales Trend

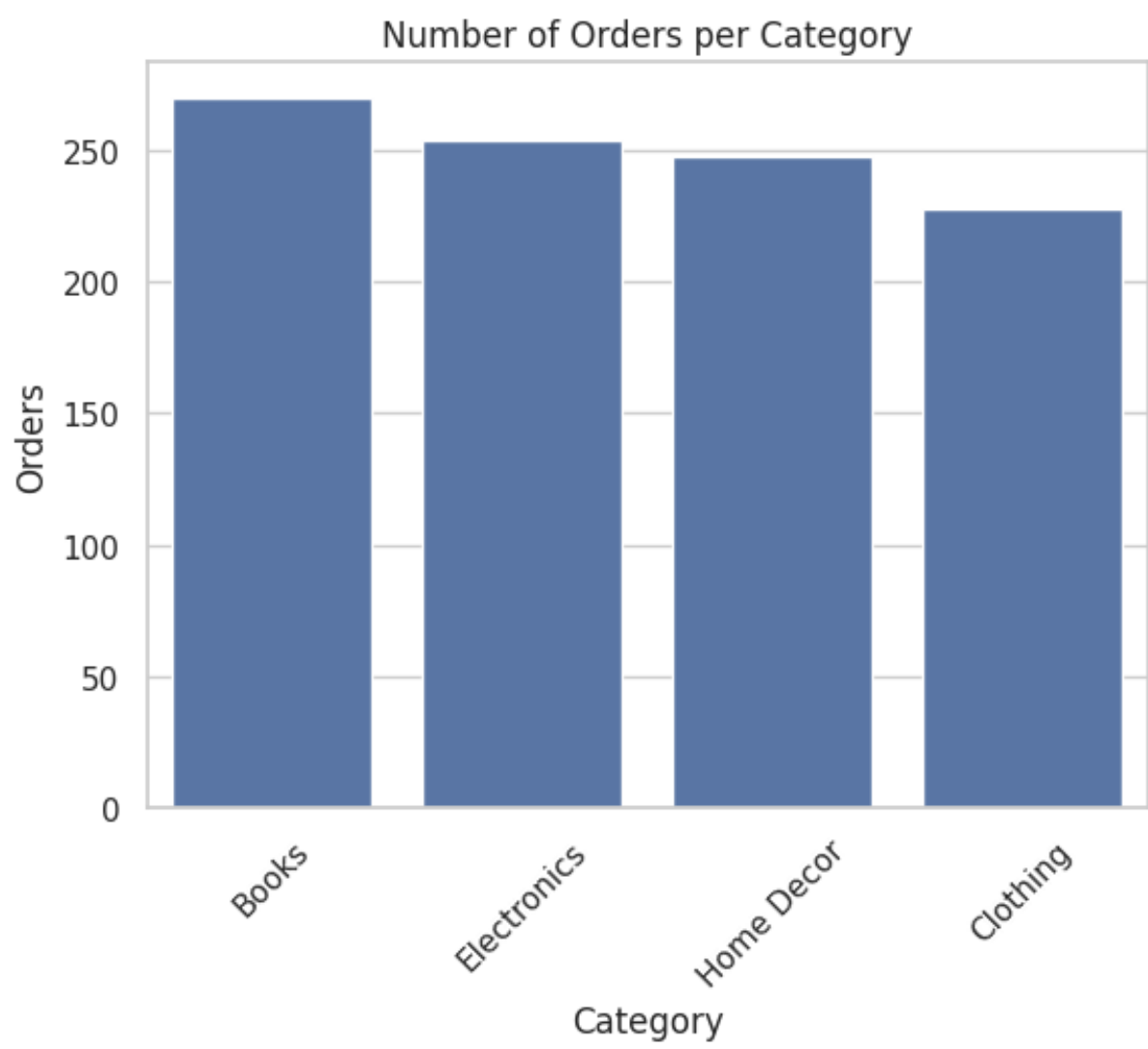
Sales peaked in July and September, with a noticeable drop in October and November. This cyclic trend suggests seasonality in customer purchasing - likely driven by mid-year sales events or product launches. Strategic promotional campaigns should target these high-performance months for maximum ROI.



### Insight 4: Orders per Product Category

Books had the highest number of orders, followed closely by Electronics and Home Decor. Despite lower unit prices, Books show strong engagement - useful for customer acquisition. Electronics, although fewer in

count, appear to drive more revenue per transaction, highlighting a clear quantity-value gap.



**Insight 5: Repeat Purchase Behavior**

A significant portion of customers made 2 or more purchases, indicating good product satisfaction and platform stickiness. However, a majority still transact only once. Incentive-based loyalty programs, re-engagement emails, and tailored promotions can convert single-time buyers into repeat customers - increasing lifetime value.