Business Insights Report

Data Overview:

The dataset was well-structured and required minimal cleaning. Customers primarily originated from South America, Europe, North America, and Asia. The product catalog consisted of four main categories: **Home Decor**, **Electronics**, **Clothing**, and **Books**.

Key Business Insights:

1. **Customer Distribution**: South America had the largest customer base, followed by Europe and North America.

2. **Revenue Contribution by Categories**: **Books** emerged as the highest revenue-generating category, followed by **Electronics** and **Clothing**.

3. **Seasonality in Sales**: **July** and **September** were the highest-grossing months, with sales exceeding $70,000. **October** and **November** had the lowest sales, with figures falling below $50,000.

4. **Weekday Sales Trends**: **Tuesday** and **Wednesday** consistently recorded the highest sales volumes. **Friday** and **Saturday** were the least productive days for sales.

5. **Balanced Data Distribution**: The overall dataset was evenly distributed across customer demographics and product categories, with no significant outliers or anomalies detected.

Conclusion

The EDA revealed that **South America** is a key market, with **Books** driving significant revenue. The highest sales occurred in **July** and **September**, with strong performance on **Tuesdays** and **Wednesdays**. These insights suggest

opportunities for targeted marketing strategies to capitalize on high-performing categories, regions, and peak periods. Additionally, addressing the low sales in **October, November**, and on **weekends** could further optimize revenue potential.