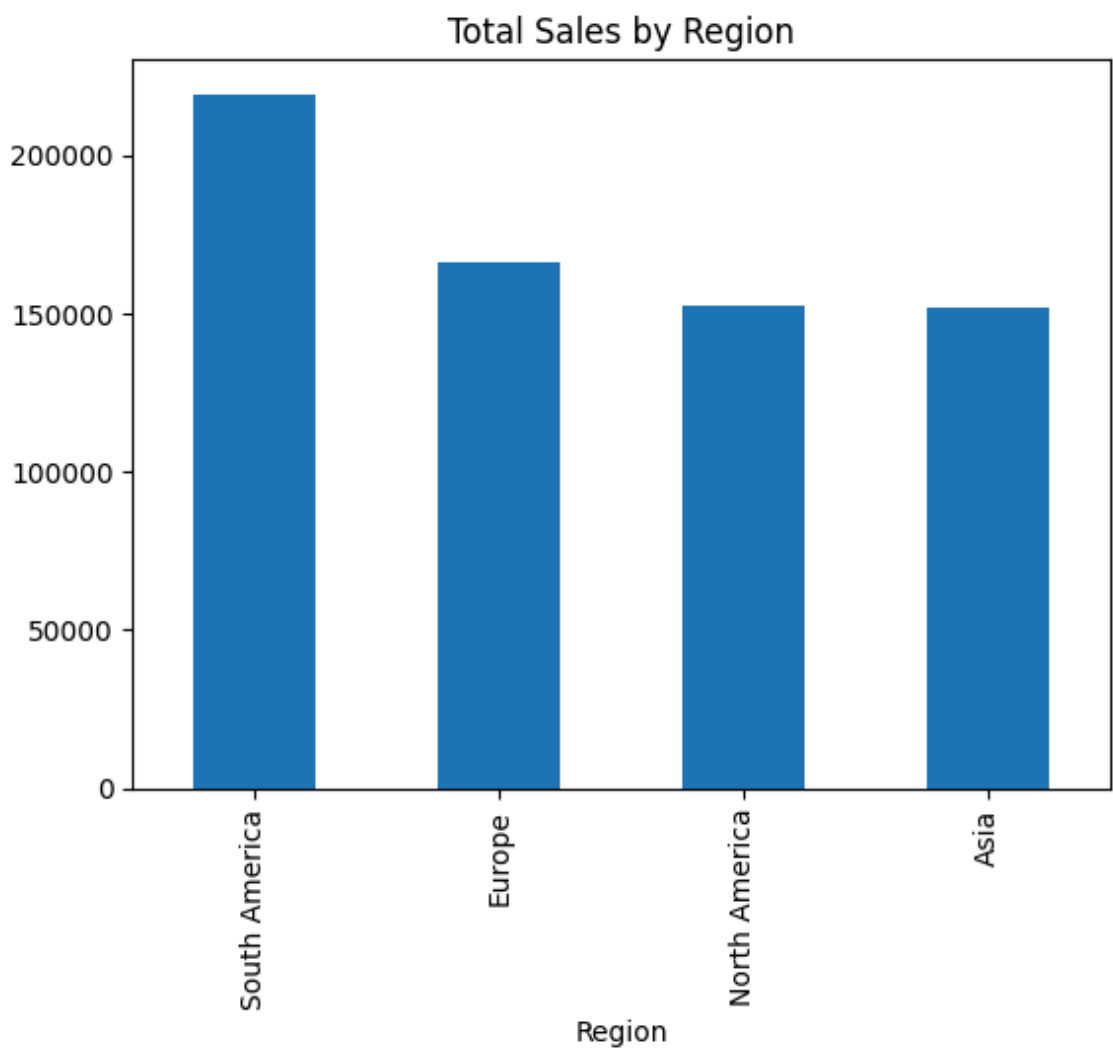


Business Insights from Exploratory Data Analysis (EDA)

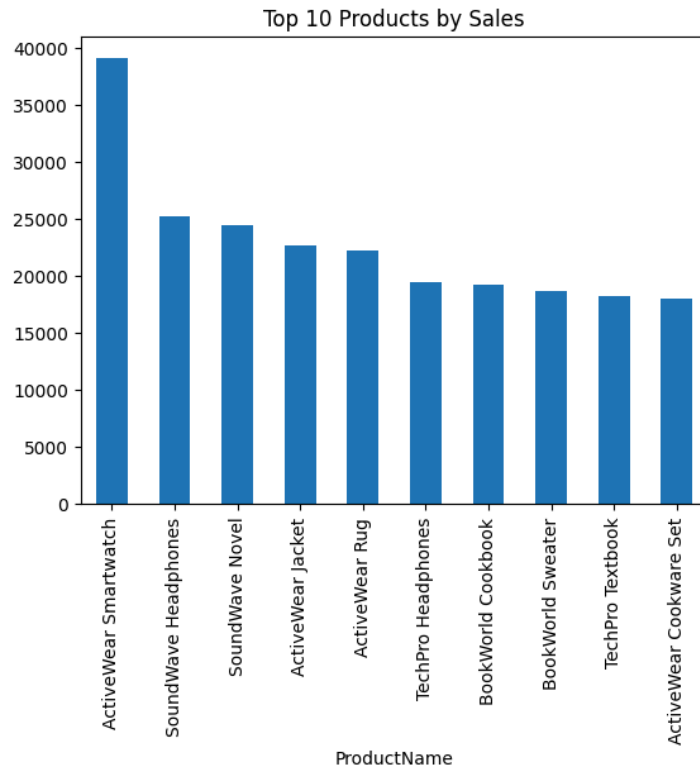
Region-wise Sales Performance

The analysis of total sales by region shows that specific regions outperform others in terms of overall sales value. This insight can help the company prioritize high-performing regions for targeted marketing campaigns or resource allocation. It also highlights regions where potential growth opportunities could be explored.



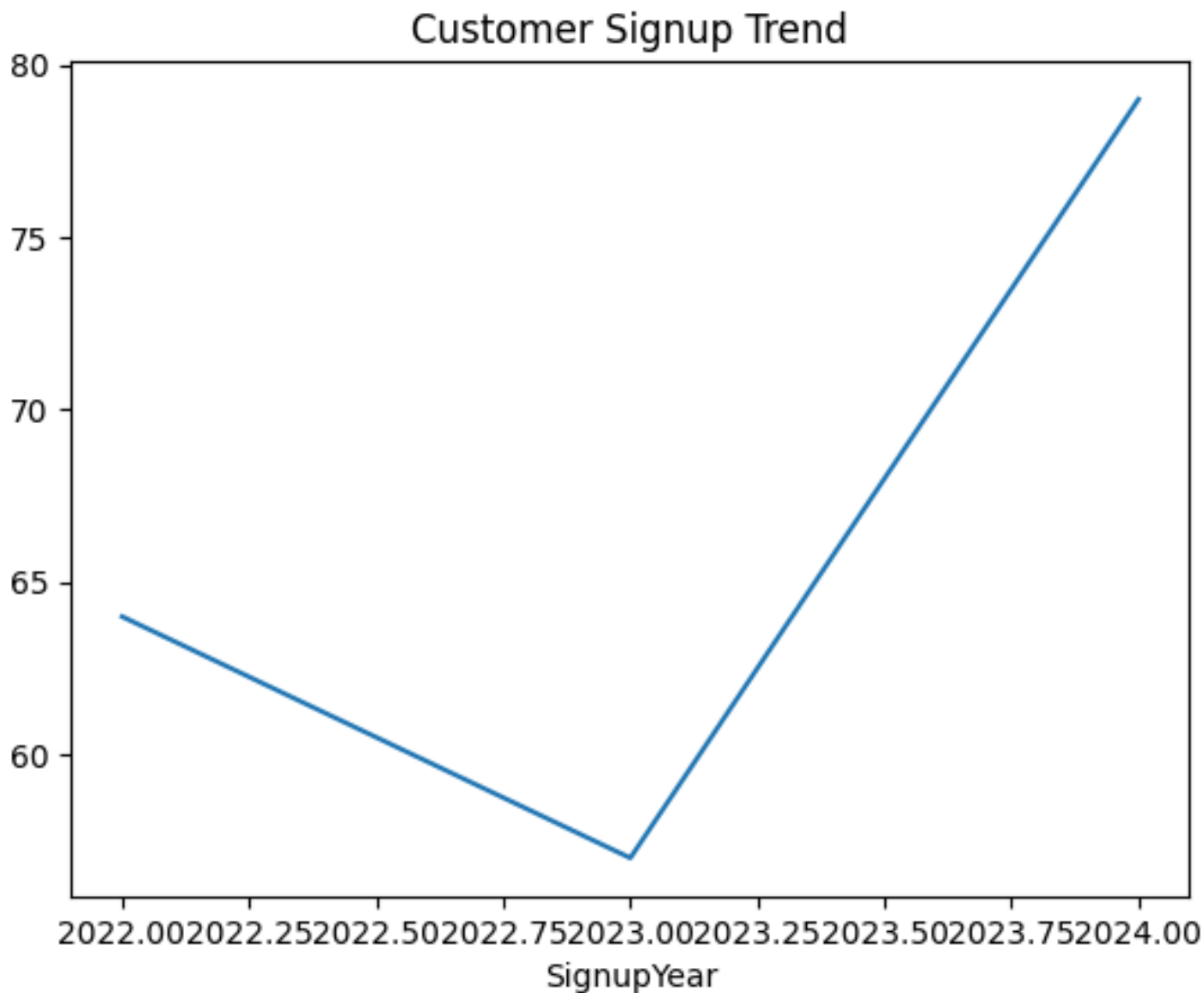
Top Products by Sales

The top 10 products by total sales reveal the products that drive the majority of revenue. Understanding these products allows the business to focus on optimizing inventory, improve product offerings, and identify opportunities for bundling or promotions to further increase sales.



Customer Signup Trend Over Time

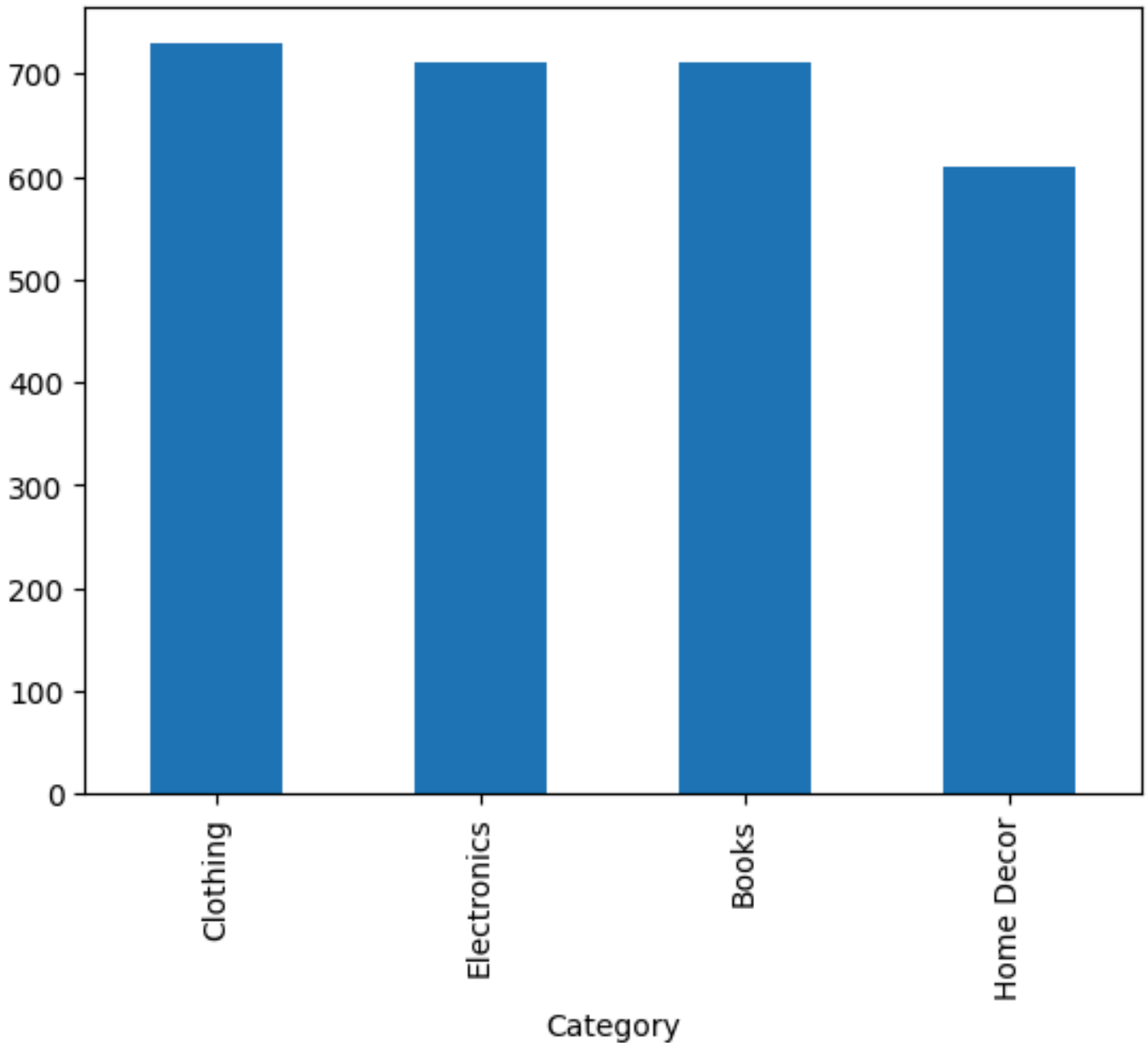
Examining the signup trend over the years indicates the growth rate of the customer base. A consistent upward trend suggests successful customer acquisition strategies. Any sharp declines or stagnation may require a review of the company's marketing efforts, product appeal, or customer retention strategies.



Average Transaction Value by Category

Different product categories show varying average transaction values, signaling that some categories are more profitable than others. By identifying high-value categories, businesses can concentrate on enhancing product offerings or pricing strategies to boost profits from these areas.

Average Transaction Value by Category



Product Category-wise Quantity Sold

The quantity sold by category highlights which product categories are most in demand. This insight is crucial for inventory management and forecasting demand. Additionally, businesses can use this data to focus on expanding popular categories or adjusting pricing for slower-moving categories to increase sales.

Quantity Sold by Category

