# Task 1: Exploratory Data Analysis (EDA) and Business Insights

• **Objective:** Exploratory Data Analysis (EDA) was performed on the dataset to identify key trends, patterns, and insights that can help optimize business strategies. The analysis focused on customer behaviour, sales performance, product demand, and regional trends. Below are the key business insights derived from the EDA.

**Business Insights**

1. **Customer Segmentation:** High-value customers contribute significantly to revenue, indicating the need for personalized marketing strategies.

2. **Product Performance:** Certain products generate the majority of sales, suggesting a focus on inventory optimization and targeted promotions.

3. **Sales Trends:** Seasonal spikes in sales highlight opportunities for demand forecasting and strategic discounting.

4. **Geographical Insights:** Specific regions show higher customer engagement, guiding regional marketing investments.

5. **Customer Retention:** Repeat customers drive consistent revenue, emphasizing the importance of loyalty programs and retention strategies.