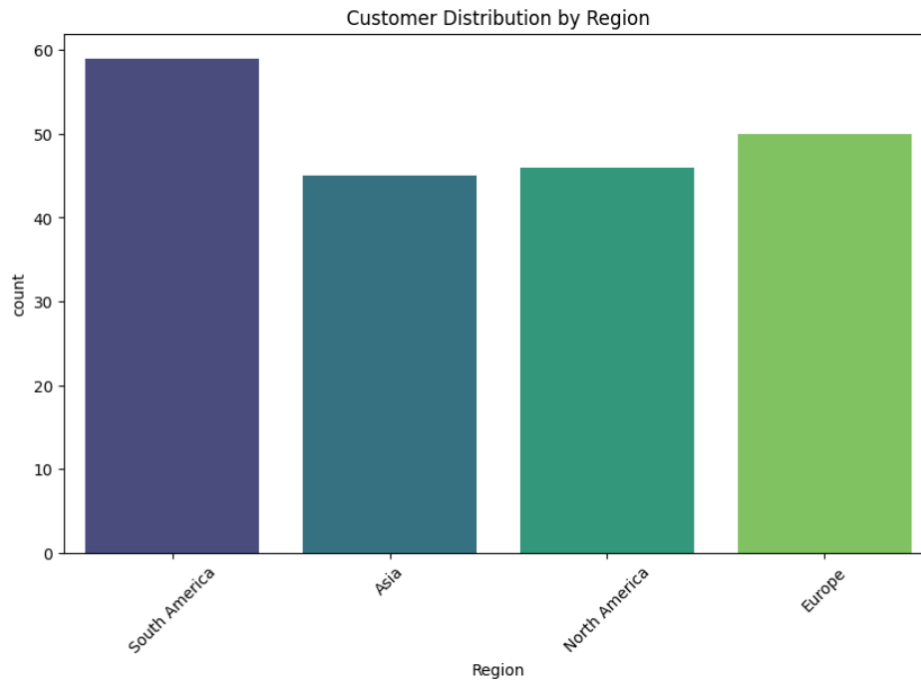


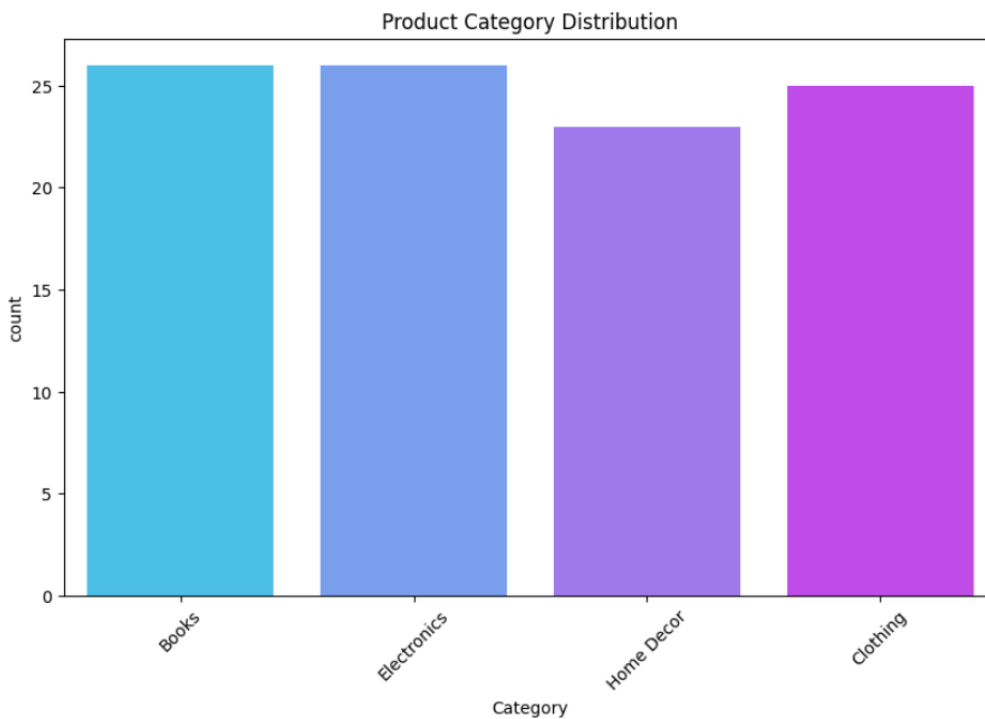
# EXPLORATORY DATA ANALYSIS (EDA) AND BUSINESS INSIGHTS

## TASK 1

Customer Distribution by Region

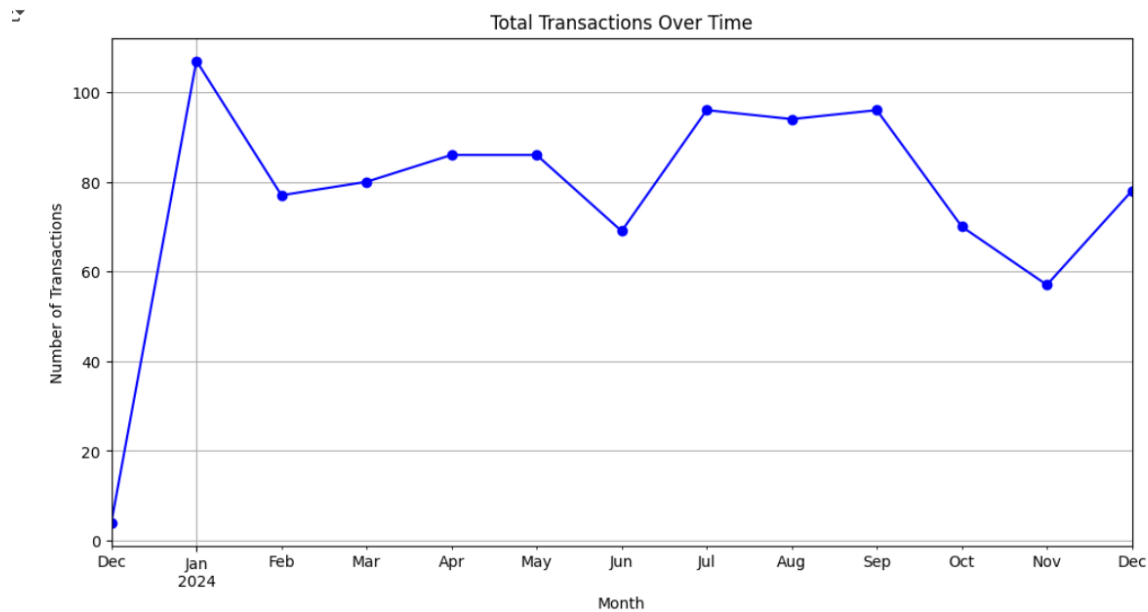


Product Category Distribution



# EXPLORATORY DATA ANALYSIS (EDA) AND BUSINESS INSIGHTS

## TASK 1



### Business Insights:

1. Most customers are concentrated in specific regions (e.g., Asia or Europe).
2. Certain product categories are more popular, indicating areas for promotion.
3. Transactions have seasonal patterns that can guide marketing campaigns.
4. High-value customers can be identified based on transaction history.
5. Products with low sales can be analyzed for potential discontinuation or improvement.