

## Key Findings from EDA

### 1. Sales Trend Over Time:

- Sales peaked in **July 2024 (71,366.39)** and **September 2024 (70,603.75)**.
- Sales dipped in **December 2023 (3,769.52)** and **November 2024 (38,224.37)**.
- There's a seasonal trend, suggesting potential opportunities for targeted campaigns during high-demand months.

### 2. Top 10 Products by Quantity Sold:

- Products **P059** and **P054** are the top-selling items with 46 units each, followed closely by **P029** with 45 units.
- A focus on these products can drive inventory planning and promotional efforts.

### 3. Revenue Contribution by Region:

- **South America** leads in revenue contribution with **\$219,352.56**, followed by **Europe (\$166,254.63)**.
  - **Asia and North America** contribute similarly, but lower than South America and Europe, indicating potential for growth in these regions.
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## Actionable Business Insights

Here are 5 insights based on the analysis:

### 1. Seasonal Sales Trends:

- Peak sales months (July and September) should be leveraged for marketing campaigns and stock optimization.
- Address low-sales months (e.g., November and December) by introducing discounts or festive promotions.

### 2. Focus on Top-Selling Products:

- Products like **P059, P054, and P029** are high-performing and should be prioritized in advertising and inventory restocking.

### 3. Regional Revenue Opportunities:

- South America's dominance in revenue suggests it's a key market. Consider launching region-specific campaigns to maintain leadership.
- Focus on growing markets like Asia and North America through localized promotions and product offerings.

### 4. Customer Engagement:

- Analyze customer preferences in regions with lower revenue and target them with personalized recommendations or bundled offers.

## 5. **Inventory Planning:**

- Use the product sales data to adjust inventory levels, ensuring sufficient stock of high-demand items during peak months.
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