

## **TASK 1**

### **KEY FINDINGS AND BUSINESS INSIGHTS:**

#### **Customer Demographics:**

A large percentage of customers are concentrated in specific regions like South America, Europe and North America. These regions are likely to drive most of the company's revenue.

#### **Product Performance:**

The top 10 products by quantity sold account for over 30.51% of the total units sold. The most popular product Activewear Smartwatch, has significantly higher sales than others.

#### **Revenue Distribution:**

Revenue is moderately distributed, with the top 10% of customers contributing only 19.11% of the total revenue. This indicates that the company relies less on high-value customers, and revenue is more evenly distributed across the customer base.

#### **Transaction Behaviour:**

Most transactions occur during July and September months, showing clear seasonal trends. This can help the company optimize inventory and plan promotional campaigns during peak times.

#### **Category Contribution:**

The **Books** category accounts for the largest share of revenue (27.85%), followed closely by **Electronics** (26.20%). Categories like **Clothing** (24.08%) and **Home Decor** (21.87%) generate comparatively lower revenue, indicating potential areas for improvement or re-evaluation.

#### **High Revenue Products:**

Products in the **Books** category have a higher average revenue per transaction, suggesting potential for premium marketing strategies.