Exploratory Data Analysis (EDA) and Business Insights

- Goods priced between 0 and 500 have the highest demand, indicating a preference for fast moving consumer goods. Consistent inventory for these products is crucial.

- Most customers are from South America, followed by Europe, North America, and Asia. The company should focus on expanding its market in Asia due to its larger population and untapped potential.

- There is a gradual decrease in Clothing category sale in South America and Europe comapred to other categories and Region . So company should focus on the sales of Clothing in both regions

- Products P059 and P054 are top-sellers, while low-performing products should be rebranded and marketed with offers such as "buy 2, get 1 free" to boost sales.

- Customer : Transaction ratio was high in North America while it has less no:of customers drawing a insight that North American region has most active frequent purchasing customers rather than South America and Europe

- A dip in transactions occurs in June, possibly due to the academic year starting. The company should promote education-related products or services during this period to counter the slump.

- November has recorded the lowest total sales of the year, which indicates a potential opportunity for growth. To address this, the company should consider implementing special offers and promotions, such as Diwali or Halloween sales, in order to attract more customers and boost overall sales during this period